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BROADCASTING
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DETROIT

DOMESTIC SERVICE
Check the class of service desired; otherwise this message will be sent as a full rate telegram
FULL RATE TELEGRAM | X SERIAL
DAY LETTER | NIGHT LETTER

WESTERN UNION

1206

W. P. MARSHALL, PRESIDENT

INTERNATIONAL SERVICE
Check the class of service desired; otherwise this message will be sent at the full rate
FULL RATE | LETTER TELEGRAM
VICTORY LETTER | SHIP RADIOGRAM

NO. WDS.-CL. OF SVC.	PD. OR COLL.	CASH NO.	CHARGE TO THE ACCOUNT OF	TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

KEYSTONE STEEL & WIRE CO
PEORIA ILL TWX PE 8519 CLG

MR GLENN SNYDER
VICE PRESIDENT AND GENERAL MANAGER
RADIO STATION WLS
CHICAGO ILL

ON THIS ANNIVERSARY OCCASION WE SINCERELY EXTEND SPECIAL CONGRATULATIONS TO YOUR ENTIRE ORGANIZATION WE'RE PROUD TO HAVE BEEN ASSOCIATED WITH YOU FOR TWENTY OF YOUR TWENTY-EIGHT YEARS

KEYSTONE STEEL & WIRE CO
R E SOMMER PRESIDENT

We're proud, too, Mr. Sommer...

● Proud of our association with you at Keystone . . . with Murphy Products Company of Burlington, Wisconsin . . . with Warp Bros. and their Flex-O-Glass . . . with Phillips 66, the gasoline and motor oil folks (over 60 years of sponsorship just in those four WLS advertisers) . . .

We're proud of America's oldest continuous radio broadcast . . . the National Barn Dance . . . and of the first farm service program, Dinner Bell time . . . and the first Homemakers' hour, all started with WLS 28 years ago. All part of the radio experience available to serve the people . . . the nation . . . and our good advertiser friends like you, Mr. Sommer, throughout Midwest America.

for 28 years, the

WLS The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

21 ST year

XUM

Go where there's GROWTH...

GO WHAS!

The WHAS-Market is a balanced market . . . and getting BIGGER . . . in a healthy way.

KENTUCKY LEADS ALL STATES IN FARM LAND INCREASE

Kentucky's land value increase of 222% over pre-war values tops every other state, is 89% *greater than the U.S. average.* Neighboring Southern Indiana shows a record high of 203% increase in land value.

LOUISVILLE INDUSTRY NOW RANKS 2ND IN THE SOUTH

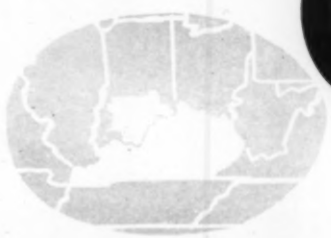
Latest available U.S. Census figures show that Louisville ranks 2nd in value added by manufacture in Southern cities . . . exceeded only by Baltimore. Louisville's non-agricultural employment has increased 30% in the past ten years.

GO WHAS!

BENSON AND BENSON shows WHAS has more listeners morning, afternoon and night than all other Kentuckiana stations combined.

PULSE shows the top ten evening shows heard in Metropolitan Louisville are on WHAS. The top ten daytime shows are on WHAS, and 3 of those are WHAS produced programs.

EVERY WHAS NEWS PROGRAM has more listeners than any other program heard at the same time, day or night.



THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

CBS
WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

in PROVIDENCE **WHIM** beats the

dial 1110

pants off the network stations . . .

Yes! A greater audience than 3 Networks combined!

MON. THRU FRI.	SHARE OF AUDIENCE				
	WHIM	NET. A	NET. B	NET. C	NET. D
12 Noon-6 PM	34.7	33.6	15.6	11.9	0.5

SOURCE HOOPER MARCH 1952

1000 WATTS **WHIM** **1110 Kc**

Providence, Rhode Island

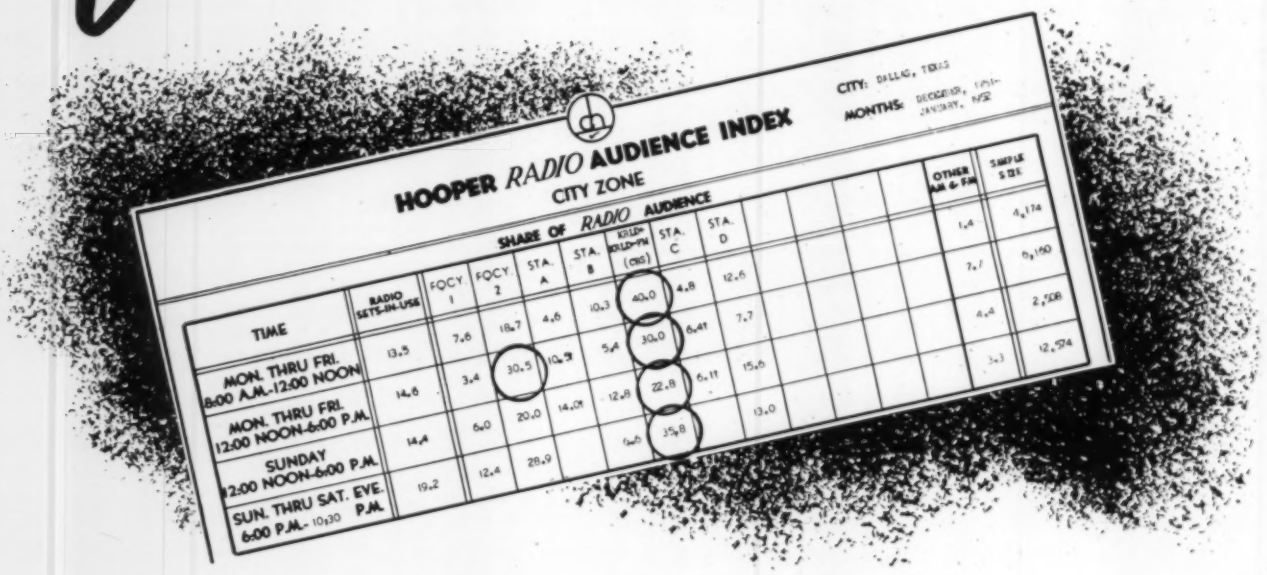
National Representatives **Headley-Reed Co.**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

KRLD *first again!*

50,000 Watts Serving the Great Southwest!


HOOPER RADIO AUDIENCE INDEX
CITY ZONE
CITY: DALLAS, TEXAS
MONTHS: DECEMBER, 1951-JANUARY, 1952
SHARE OF RADIO AUDIENCE
TIME
RADIO SETS-IN-USE
FQCY 1
FQCY 2
STA. A
STA. B
KRLD-TV (CBS)
STA. C
STA. D
OTHER AM & FM
SAMPLE SIZE
MON. THRU FRI. 8:00 A.M.-12:00 NOON
MON. THRU FRI. 12:00 NOON-6:00 P.M.
SUNDAY 12:00 NOON-6:00 P.M.
SUN. THRU SAT. EVE. 6:00 P.M.-10:30 P.M.
13.5 7.6 18.7 4.6 10.3 40.0 4.8 12.6 1.4 4,174
14.6 3.4 30.5 10.3 5.4 30.0 6.41 7.7 7.1 6,160
14.4 6.0 20.0 14.01 12.8 22.8 6.11 15.6 4.4 2,508
19.2 12.4 28.9 6.6 35.8 13.0 3.3 12,574

Exclusive DALLAS-FORT WORTH Outlet for Top-Rated CBS Shows

113.9 % MORE MORNING AUDIENCE

14.0 % MORE SUNDAY AUDIENCE

23.9 % MORE EVENING AUDIENCE

than the second highest rated radio station or frequency.

AFTERNOON TIME

KRLD has 30.0, with the next Station 30.5, less than 1% difference.

This is why **KRLD** is your best buy

JOHN W. RUNYON, *President*
CLYDE W. REMBERT, *General Manager*

Owners and Operators of
KRLD-TV CHANNEL 4

The Branham Company, *Exclusive Representative*

at deadline

CLOSED CIRCUIT

WHILE Frank K. White, who retires as president of Mutual May 31 (see story page 23) has not announced future plans, it's known that he has received number of proposals from corporate entities in past year. And, while he's keeping his own counsel, it won't come as surprise if he joins another radio-TV connected company—probably network.

ENIGMA: Procter & Gamble, top radio-TV spender ($25,739,280 on network radio-TV in 1951) is concerned about cost of TV on nationwide coverage basis, now that freeze is lifted. Red Skelton program, for example, would figure at $10 million yearly for talent, time and cable cost based on present network cost-per-thousand.

LIGGETT & MYERS, N. Y. (Chesterfield cigarettes), over-extended its advertising budget in radio past season and as result is dropping sponsorship of $22,000 (for talent) Bob Hope radio show on NBC and $25,000 Bing Crosby show on CBS Radio, plus one quarter-hour of its half-hour daily segment of Arthur Godfrey on CBS Radio. Chesterfield will pick up sponsorship of Martin & Lewis on NBC Radio next fall (for about $10,000 for talent) and probably will expand its current Perry Como strip on NBC-TV. Among present Godfrey sponsors, it's understood, at least two or three are ready to add quarter-hour which Chesterfield drops.

U. S. RUBBER Co. and Coca Cola Co., both bidding for Bing Crosby's services on CBS Radio and possibly TV next season. Representatives from both firms in Hollywood last week talking deals with him and brother Everett Crosby, who agents for actor-singer.

FCC has supplied Senate Appropriations Committee with additional data to justify its $8 million fiscal 1953 budget from which House chopped $2 million [CLOSED CIRCUIT, April 21]. Details will be incorporated in release of hearings coincident with Appropriations Committee's report, probably several weeks away, according to committee sources.

THERE is indication that FCC may soon—within week or two—come up with starting date of thrice-postponed theatre TV hearings. Speculation now points to a fall beginning, most likely after September.

ADHERING closely to New Year's predictions on radio's financial health, is report from one network affiliated station in Class A market for first quarter showing local sales up 19.5%; national spot up 34.3%; network down 25.9%, figuring rate cut.

TELEVISION for Philippines is object of visit to United States of Pedro Belanca and Jose Lovina, mechanical engineer. Mr. Belanca's identified with large distillery in Manila.

FIRMING UP of plans for broadcast operations of Committee for Radio Free Asia Inc. was object of mission to Washington during

(Continued on page 6)

MBS FORMAT CONTINUES, O'NEIL TELLS AFFILIATES

MUTUAL Board Chairman Thomas F. O'Neil, who also assumes presidency when Frank White leaves May 31 (see story page 23), reportedly assured members of Mutual Affiliates Advisory Committee meeting in New York Friday that change in Mutual's type of network operation, which has long been speculated, is not now contemplated.

At closed meeting discussing Mr. White's resignation and his own election as president, it was reported unofficially afterward, Mr. O'Neil also stressed that MBS should continue as network predominantly composed of large number of relatively small stations mostly in non-metropolitan markets, with emphasis on acceptability and flexibility. He was understood to have reiterated view that continued co-existence of four networks is economically unfeasible but that Mutual intends to prosper.

He was also quoted as saying that Mutual plans to enter TV network field, probably on film basis.

Chairman O'Neil, who heads General Tire & Rubber Co.'s radio-TV interests, which since January includes control of Mutual stock (almost 60%, praised retiring president and his success as Mutual head and, in recognition of esteem in which Mr. White is held by affiliates, conceded that he himself was "on the spot" in Friday appearance before committee.

MAAC members afterward appeared impressed with Mr. O'Neil's talk, his grasp of station and network problems, and his plans for future.

Mr. O'Neil also was understood to have confirmed that employment of sportscaster Harry Wismer by Thomas S. Lee Enterprises, General Tire's radio-TV company, was primarily for promotional work on behalf of sporting goods products of Pennsylvania Rubber Co., General Tire subsidiary [CLOSED CIRCUIT, April 21].

Mr. White preceded Mr. O'Neil in brief talk to MAAC, expressing appreciation for support given him by affiliates throughout his tenure. It also was disclosed that MBS board had voted bonus for him.

William H. Fineshriber Jr., Mutual executive vice president and newly elected to board of directors, took charge of meeting for further discussions after Messrs. White and O'Neil completed their talks.

All MAAC members were present, headed by Chairman Gene Cagle, KFJZ Fort Worth.

Other MAAC members include: John Cleghorn, WHBQ Memphis; Victor Diehm, WAZL Hazleton, Pa.; Fred Fletcher, WRAL Raleigh, N. C.; George Hatch, KALL Salt Lake City; Rex Howell, KFXJ Grand Junction, Col.; E. J. McKellar, KVOX Moorhead, Minn.; Robert McRaney, WCBI Columbus, Miss.; Hugh Potter, WOMI Owensboro, Ky.; Porter Smith, WGRC Louisville, Ky.; Fred Wagenvoord, KORG Cedar Rapids, Iowa, and Jack Younts, WEEB Southern Pines, N. C.

BUSINESS BRIEFLY

DORMIN EXPANDS ● Dormin Sleeping Tablets, N. Y., currently using radio spots in such cities as New York and Boston, planning to expand into other radio markets. Agency, Dowd, Redfield & Johnstone, N. Y.

FARM AREA SPOTS ● Hercules Toxathene, Wilmington, Del., preparing radio spot announcement campaigns for farm areas in Southwest starting today (Monday) for 13 weeks. Agency, Fuller & Smith & Ross, N. Y.

DIAMOND SALT SPOTS ● Diamond Krystal Weather-Proof Salt, N. Y., starting radio spot campaign May 5 for 13 weeks. Agency, Benton & Bowles, N. Y.

AGENCY NAMED ● Chicago Office of Buchanan & Co. Inc. has been appointed by J-A. Corp., Chicago, to direct advertising for new product, Lemon Quick, powdered lemon concentrate. Initial plans include spot radio.

FALSTAFF PACKAGE ● Falstaff Brewing Corp., St. Louis, has bought CBS-TV's film package series *Cases of Eddie Drake* for placement on WKY-TV Oklahoma City, effective immediately, and on KMTV (TV) Omaha, effective May 2. Agency for Falstaff, Dancer-Fitzgerald-Sample, N. Y.

HOLLINGBERY NAMED

WHIO Dayton, Ohio, and WIOD Miami, Fla., have appointed George P. Hollingbery Co. as national representative effective May 1. Hollingbery firm has been representing WHIO-TV. Stations belong to James M. Cox group.

PROCTER & GAMBLE BUYS 2½ HOURS RADIO ON NBC

SIGNING by Procter & Gamble for purchase of 2½ additional hours of morning time per week on full NBC radio network [B•T, March 17] is being announced today (Monday) by John K. Herbert, NBC vice president in charge of radio network sales, who viewed "this major purchase by the country's largest advertiser" as "distinct affirmation of faith in the power of network radio."

Time period is 9:30-10 a.m., currently not programmed by NBC for network. Starting June 23, P&G (for products not yet specified) will sponsor *Young Dr. Malone* and *Brighter Day* in this segment, Monday through Friday. Contract was placed direct.

"We of the NBC radio network are heartened by this concrete evidence of Procter & Gamble's realization of the undeniable attributes of radio which make it an imperative buy for the advertiser who seeks to deliver his sales message to the greatest number of people, with maximum effectiveness, at lowest cost," Mr. Herbert said.

Sale brings P&G time on NBC radio to 12½ hours weekly, adding to *Welcome Travelers* (10-10:30 a.m.); *Life Can Be Beautiful, Road of Life, Pepper Young's Family, Right to Happiness*, and *Backstage Wife* (3-4:15 p.m.), and *Lorenzo Jones* (5-5:45 p.m.).

for more AT DEADLINE turn page ➧

at deadline

TV NETWORK TIME SALES TOPPED RADIO IN MARCH

TIME sales of television networks topped those of radio networks for March, again showing change in radio-TV relationship in past year, according to March report of Publishers Information Bureau.

Gross time sales of four radio networks in March totaled $14,520,393, more than million dollars under $15,835,973 combined gross time sales of four TV networks. This is considerably different picture than that given by figures for March 1951, when combined radio network gross was $16,418,947 and TV network gross was $9,645,246.

Network-by-network gross billings for March and for first quarter, with 1952 compared to 1951, follow, for both radio and TV:

NETWORK RADIO

	March 1952	March 1951	Jan.-Mar. 1952	Jan.-Mar. 1951
ABC	$ 3,355,715	$ 2,891,339	$ 9,835,164	$ 8,693,478
CBS	5,154,077	6,793,966	15,103,981	19,725,329
MBS	1,826,527	1,648,006	5,126,208	4,617,598
NBC	4,184,074	5,085,636	12,535,445	15,033,209
TOTAL:	$14,520,393	$16,418,947	$42,600,798	$48,069,614

NETWORK TELEVISION

ABC	$ 2,076,782	$ 1,539,470	$ 6,245,710	$ 4,123,040
CBS	5,643,123	2,993,902	15,820,809	8,195,406
DuMont	758,763	457,811	2,224,455	1,299,417
NBC	7,357,305	4,654,063	21,430,161	12,790,645
TOTAL:	$15,835,973	$9,645,246	$45,721,135	$26,408,508

CIVIL DEFENSE TESTS CONDUCTED BY TWO STATES

ANNUAL series of New York State civil defense tests, scheduled to have started Saturday on Long Island, were expected to follow more detailed and extensive procedure, with radio stations, braced for possible "communications paralysis," assigning some personnel to stand by for "emergency" assignments only.

WHLI Hempstead, located one mile from hypothetical atom bomb burst, was designated monitor station for others in Nassau County to relay confirming announcements—some by special transcription—primarily to C. D. workers. Although WHLI will remain on air, spokesmen said Friday that station was ready for program interruptions from time of blast, between 8-9 a. m., until C. D. workers receive dismissal some hours later. Outlet publicized impending test with special spot announcements throughout week plus reports on regular news shows and hoped, if allowed, to tape record progress at bomb scene during test.

New Jersey planned statewide air raid test this week, with WNJR Newark, as member of State C. D. Radio Network, ready to broadcast alert signal and official instructions to public. Station also scheduled exclusive live broadcast from C. D. information-communications center immediately following 10-15 minute test, with on-scene evalution of results by state and federal C. D. officials.

TV REPAIR FRAUDS PROBED

GRAND JURY in Chicago investigating TV set repair frauds in which firms reportedly get $1,000 a day after complaints by legitimate servicemen and public. Frank A. Moch, president, Television Installation Service Inc., told jury how repair men get initial call by advertising lower fees, remove good tube and replace with old one, sell old tubes as new and overcharge. He said fraud was prevalent in New York about two years ago.

In this Issue—

Thomas F. O'Neil, already chairman of the board, takes over MBS presidency as Frank White resigns. It's the first major realignment since General Tire & Rubber Co., of which Mr. O'Neil is vice president, took over control of MBS. *Page 23.*

Is there anything to the talk about sponsors cutting back on TV? Not much, according to a B•T roundup. The dozen that have cancelled TV network shows recently have or will put the money into other TV or radio campaigns. *Page 57.*

Two bogeymen show up at the annual American Newspaper Publishers Assn. meeting. They're spot radio, which is believed a threat to local newspaper revenues, and television, which has already taken some money from the daily press. *Page 23.*

Hamstrung by present political broadcasting laws, broadcasters need legislative relief immediately. Protection against libel is the biggest demand. *Page 25.*

Is anybody going to appeal the FCC thaw to the courts? If so, action is apt to come from Pennsylvania, New Jersey or any of the Gulf States where rigid adherence to the 170 mile VHF separation kept some cities from getting more VHF. *Page 58.*

Radio and TV are drafted by The Advertising Council to help raise emergency funds for Red Cross for rehabilitation of flooded Midwest. Broadcasting's flood coverage is extensive. *Page 27.*

Joint committee of broadcasters, aviation industry and government agencies formed to figure out how to place tall TV towers so they will give maximum benefit to telecasting at minimum hazard to flying. *Page 57.*

Here's a post-freeze problem for TV networks. Of the biggest 25 markets, only five will have as many as four VHF channels. The competition will gray the hair of station relations men. *Page 58.*

Comr. Hennock tells educators to apply for reserved TV channels even if the funds to build the stations aren't in sight. *Page 61.*

President Truman withdraws his inference of a week ago that he could seize radio-TV and newspapers at will in an emergency. That interpretation of his remark was hooey, he says. *Page 25.*

Upcoming

April 30-May 2: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 1-2: CBS-TV clinic on station operations, Waldorf-Astoria, New York.

May 1-2: NBC radio promotion workshop, Waldorf-Astoria, New York.

May 1-2: Ohio Assn. of Radio-TV Broadcasters, Deshler-Wallick Hotel, Columbus, Ohio.

May 2-3: American Council on Education, Chicago.

(Other Upcomings page 34)

Closed Circuit

(Continued from page 5)

last fortnight by John W. Elwood, radio dire tor, former head of NBC's San Francis operations. With him was Royal V. Howar owner of KIKI Honolulu and former NAB d rector of engineering, recently retained executive engineer of Asia group.

HORACE N. STOVIN, president of his ow station representation firm in Toronto, will b recipient of silver medal of the Assn. Canadian Advertisers for his contributions advertising, at ACA annual dinner at Toron on May 2. Mr. Stovin has been a radio direct of Canadian Bureau of Broadcast Measur ment for some years.

WHILE negotiations with Screen Actors Gui continue for new collective bargaining con tract, members of Alliance of Television Fil Producers and some unaffiliated TV film pr ducers May 8 start paying actors new mini mum wage scale of $70 per day and $25 weekly. Rates are same SAG recently neg tiated with major and independent motion pi ture producers. Residual rights, which SA is demanding for actors from TV producers and other major points covering working con ditions yet to be worked out.

WHEN CBC Chairman David Dunton talk April 30 before Assn. of Canadian Advertisers he'll have all of Canada's broadcasters (an advertisers and agencies) hanging on his every word. Expected is policy announcement o Canada's approach to TV. Generally, it thought there'll be affirmation of report tha first authorizations will go to CBC (state-owned) outlets. But there's hope that Canada' free enterprise commercial broadcasters wi get shot, too.

FCC EXPECTED TO ISSUE FORMAL AMATEUR ORDER

FORMAL issuance by FCC of order authoriz ing radio amateurs to use 21-21.45 mc ban for A1 emission starting May 1 expected within day or two, Commission sources in dicated Friday as widespread interest arose i danger of interference to TV reception. N protests against use of band made followin issuance of proposed order March 17 (earl story page 70).

Radio-Television Mfrs. Assn. unable to esti mate number of TV sets having I. F. stag within amateur band and subject to potentia interference. RTMA pointed out it had adopte 41.25 mc as recommended spot for I. F. stag in March 1950 action.

FCC noted it has no control over design o TV sets. American Radio Relay League spokes men reminded that set makers had long ag been warned that 21 mc band was slated fo amateur use when 14 mc spot was taken fro hams.

Set-servicing interests pointed to possibilit that interference would occur only within few blocks of amateurs, and then only if within beam. They said many sets with 21 mc I. F stage are adequately shielded. Early sets using RCA circuit among those said to use 21 mc I. F. stage.

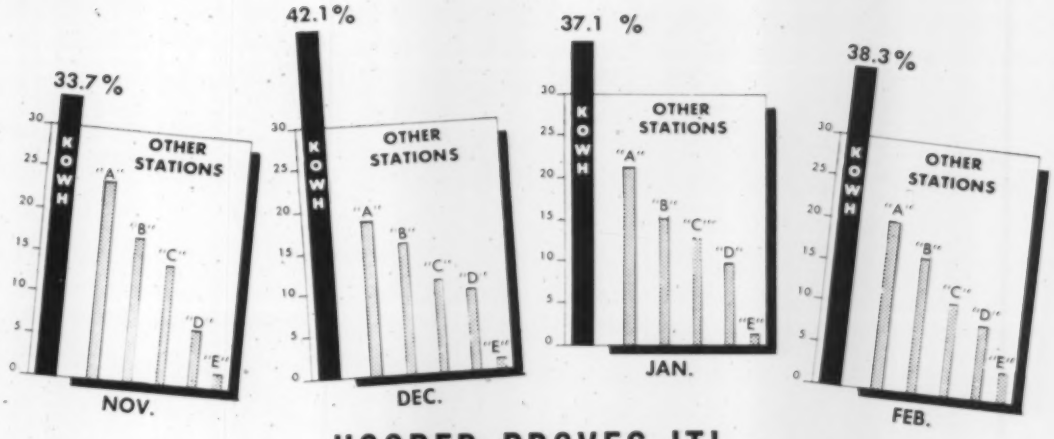
AVCO DECLARES DIVIDEND

AVCO MFG. CORP. declared quarterly dividend Friday of 15 cents on common stock payable June 20 to holders of record May 29. Another 15-cent quarterly dividend was paid March 20.

for more at DEADLINE see page 94

THERE'S NOTHING BETTER THAN...

FIRST PLACE!



HOOPER PROVES IT!

The above charts show the Omaha, Council Bluffs Hooper Share-of-audience for 8 A.M.-6 P.M., Monday through Saturday, from November 1951, through February, 1952.

Gaylord Avery
Program Director

Jim O'Neill
1 - 2 P.M.

Johnny Pearson
8 - 10 A.M.

Sandy Jackson
2 - 4 P.M.

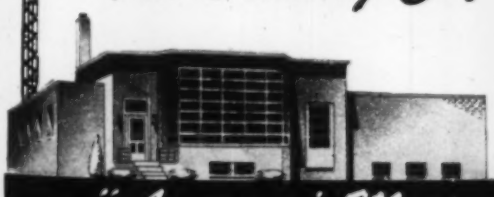
Largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., Nov., Dec., '51; Jan., Feb., '52)

Largest share of audience, both morning and afternoon, of any independent station in all America! (Hooper, Nov.-Dec., '51)

Todd Storz, General Manager

Represented Nationally By

The Bolling Co.



Kowh
OMAHA

"Americas' Most Listened - To Independent Station"

Wherefore art thou, Radio?

There's been some talk lately about TV luring advertisers away from Radio. TV or not TV, that is the question! But not in Canada.

So far there is no TV in Canada to challenge Radio's established position as Canada's most popular entertainer and most effective advertising medium.

The reason for Radio's pre-eminence is partly geographical. Most of the 14 million people living in Canada are spread from coast to coast along a 200 mile wide belt just north of the US border—and the further north, the fewer people per square mile.

To serve all these people with news and entertainment is a problem which only Radio can overcome successfully. For most Canadians live in other than urban areas (only 38% in towns of 30,000 or over).

And 94% of all Canadian homes have a radio!

These listeners, enjoying a standard of living almost as high as yours, are served by 112 independent radio stations strategically placed across the whole country.

Yes, millions of Canadians depend on Radio, and so do advertisers. For Radio is Canada's favorite entertainer and top salesman.

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St. West, Toronto.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

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Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

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*Reg. U. S. Patent Office

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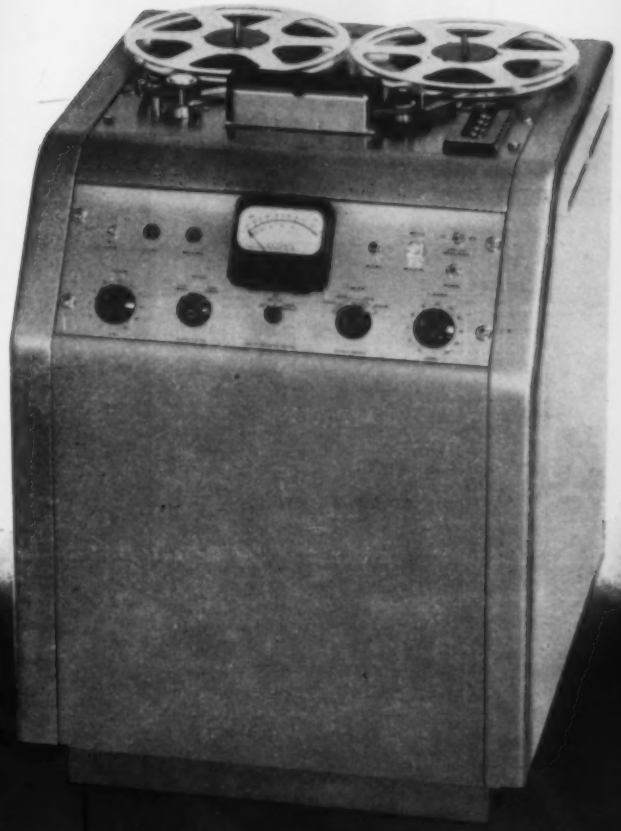
at $995 Complete!

with famous AMPEX performance and Quality—PLUS dynamic New Styling!



DUAL-SPEEDS
...7½ & 15 inches per second

PUSH BUTTON OPERATION
...on all five functions

BUILT-IN PREAMPLIFIER
...for microphone

PRECISION TIMING
...within 3.6 seconds per 30 minutes

FULL AUDIO RANGE
...15,000 cps at 7½ inches per second

MINIMUM MAINTENANCE
...even on heavy-duty service

LOW NOISE LEVEL
...complete shielding eliminates hum

- **Model 402 – Half-track Recording**
- **Model 403 – Full-track Recording**

ACCESSIBILITY
ALL OVER
...even in operation

Top plate and front panel are hinged for quick, easy inspection of any recorder component.

NEW REMOTE CONTROL BOX
For 100% push-button operation that saves on operating time!

Series 400
CONSOLE
$995.00
f.o.b. Redwood City, California

AMPEX
Magnetic Tape RECORDERS

AX-94

- **Standard of the Great Radio Shows**

Ask for Complete Specifications or Request a **DEMONSTRATION**

AMPEX ELECTRIC CORPORATION
Redwood City • California

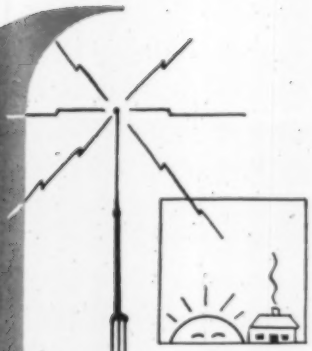
YOU Get The

BIG

Audience On

KRNT

DES MOINES



47%
SHARE

FIRST in MORNING

KRNT First in All 22 Periods!

KRNT's audience is 38.2% larger than the combined total of the No. 3, 4, 5, and 6 rated stations . . . is 7.8% greater than No. 2, 3, and 4 stations combined . . . 167.7% greater than No. 2 station.

49.6%
SHARE

FIRST in AFTERNOON

KRNT First in 23 of 24 Periods!

KRNT's audience is 1.8% larger than the combined total of all 5 other rated stations . . . is 101.6% greater than the No. 2 station.

38.8%
SHARE

FIRST in EVENING

KRNT Has 40 Firsts (1 tie) Out of 63 Periods!

KRNT's audience is 48.4% greater than the station rating second . . . is 13.2% greater than No. 3, 4, and 5 combined.

FIRST in TOTAL RATED PERIODS

KRNT Has 85 Firsts (1 tie) Out of 109 Weekday Periods!

42.9%
SHARE

KRNT's audience is greater by 27.3% than the total of No. 3, 4, 5, and 6 stations combined . . . is 95.0% greater than the second ranking station . . . is greater by 23.6% than No. 2 and 3 stations combined.

BUY THAT... Very highly Hooperated, Sales results premeditated, CBS affiliated Station in Des Moines!

KRNT

DES MOINES.

THE REGISTER AND TRIBUNE STATION

Represented by THE KATZ AGENCY . . . SOURCE: C. E. Hooper Des Moines Audience Index, February, 1952

XUM

Available!

FOR THE FIRST TIME IN OVER FIVE YEARS, "DUTCH" BERGMAN'S SPORTS SHOW, ON WRC, IS AVAILABLE FOR SPONSORSHIP.

6:35 p.m.—Monday through Friday

When Arthur J. "Dutch" Bergman takes to the air for his nightly sports show on WRC, he brings with him a background rich in athletic experience. Before joining the WRC sports staff eight years ago, "Dutch" had chalked up several years as head coach and scout for the Washington Redskins and ten years as athletic director and head football coach at Catholic University.

The flavor of Bergman's big-league contacts with sports luminaries across the country and down to the average fan provides a tightly edited ten minutes of radio sports reporting. Bergman's sports show is the highest-rated of its kind in the early evening hours.

This availability can't last long, so get on the phone right away and call your nearest NBC Spot Sales office or the WRC Sales Department, REpublic 4000.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

EXAMPLE of sponsor-station teamwork promotion which has gone over big is the *Sleepy Joe* program on KVOR Colorado Springs, Col., sponsored by Sinton Dairy Co., that city.

The five-days-a-week year round show on KVOR features an Uncle Remus type named Sleepy Joe, who loves children and loves to tell them stories of Bre'r Rabbit and his friends, Bre'rs Fox, Snake and others.

So convincing are these characterizations, done by Jimmy Scribner of Hollywood in combination dialogue-narration and transcribed for syndication, that Meredith Williams of KVOR's advertising department says it has a strong adult following too. "For instance," he says, "my wife and many other mothers are ardent fans, and when I can, I listen myself, for it's a real delight."

The two-year-old KVOR show promotes Sinton's milk and ice cream. Commercials by the story characters also are transcribed by Mr. Scribner. Currently, the CBS affiliate station is promoting "The Sleepy Joe Club," which for no handling charges except a trademark from a carton of Sinton's ice cream, offers members a certificate in color, membership card and button with color picture of Ole Sleepy. Each week a new button of one of the "Bre'rs" is offered. Several weeks ago the successful *Sleepy Joe* contest featured completion of the sentence, "I like Sinton's milk because. . . ."

Mr. Williams gives credit for the promotion to the sponsor, who didn't "try to shave corners and scrimp" with prizes. First prize was a set of "Bre'r Rabbit's First Adventure" records and 10 gallons of ice cream; second, records and five gallons; third and fourth, records and one gallon. Clincher was that every child who responded was awarded a pint of ice cream and honorable mention of his name on the program.

Hospitalized veterans at Colorado Springs had fun themselves acting as judges and the winners were taken to the hospital to meet the judges, while Sinton's supplied enough ice cream to give the patients a treat throughout the whole hospital wing.

strictly business

NOW that the TV freeze is water over the dam, current and potential advertisers in the medium are, in the strictly business sense, concerned with costs.

A practical direction could be taken from Max Banzhaf, advertising and promotion director of the Armstrong Cork Co. He says:

"In radio and television, advertisers usually make a choice between two philosophies. They either adopted a low budget policy and resign themselves to a low rating; or they decide to pour in money on production, hire big-name stars, believing this to be the only way to build a rating.

"It's a much neater trick, if you can do it, to get a high rating with a modest budget. That way you're certain of a low cost per thousand.

"Proof that this latter approach can work is the currently high ratings of both our television and radio shows; and our costs per thousand, which are among the lowest on the air."

Mr. Banzhaf guides two Armstrong network shows, *Armstrong's Theatre of Today*, Sat. 12 p.m., CBS Radio, and *Armstrong's Circle Theatre*, Tues. 9:30 p.m., NBC television. Both are dramatic plays.

Mr. BANZHAF

The radio show is built around the everyday situations of people and is aimed at the mass market for Armstrong's Quaker Rugs and Floor Covering. The TV program is similar but aimed at a wider audience with commercials pegged to the firm's general line of linoleum and other floor coverings, wall cov-

(Continued on page 83)

Wilkes Barre's Reliable EAR Way*

If You Want Coverage That Counts...

Quote From Sales Management

"Your story is far stronger than last year. Your quality of market index is now 28% above U. S. average; 24% above Pennsylvania. You have topped $6,000 per annual family income . . . $1,102 above U. S. average."

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM AFFILIATE

1951 PAYROLL EXCEEDED

One Billion Dollars

In Greater Youngstown, O.

BUY RESULTS!

One Nationally Known Food Client experienced a 400% increase from an exclusive campaign on WFMJ.

NBC

5000 WATTS

Duplicating All Programs,
50,000 FM

WFMJ

Headley-Reed Co., National Representatives

ST. JOHNS BUSINESS DISTRICT

offers complete shopping facilities for the ever-growing North Portland residential area.

DEPARTMENT STORE

Partner Robert Currier, another St. Johns civic leader, says, "KGW is as much part of Portland as the roses and view of Mt. Hood. The greatest radio station in the Northwest."

POLICE CAPTAIN

Frank Erwin, president of the St. Johns Businessmen's Association, reports, "KGW is the proven radio leader here. Tremendous public service for more than 30 years."

Celebrating Our 31st Year of Leadership and Community Service

THE People's Choice* IN PORTLAND OREGON

The 31st year of community leadership in the Greater Columbian Empire. KGW gives complete coverage to a market you can't afford to miss. It offers pioneer prestige and influence no one can duplicate in the Northwest. You will find every Portland community pointing to KGW's service record with pride. You cannot adequately "sell" this area without KGW, "The People's Choice". Place your advertising copy with the station that delivers results!

KGW

NBC AFFILIATE

PORTLAND, OREGON

ST. JOHNS' CHOICE IS THE PEOPLE'S CHOICE: KGW!

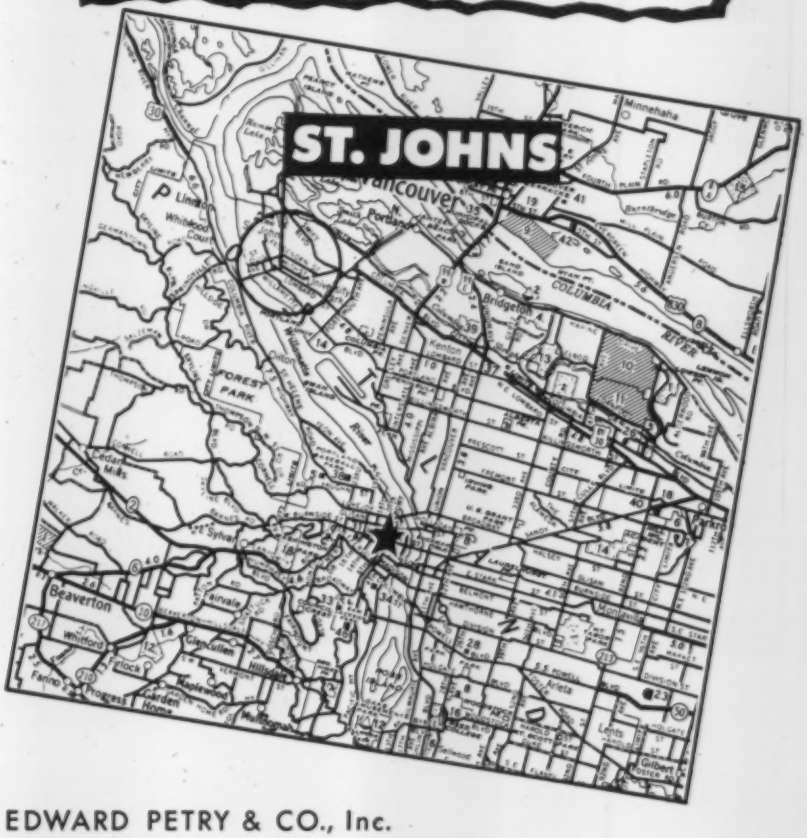
FURNITURE DEALER
Paul Clark asserts, "You're tuned to the Portland people's pulse at six-two-oh, KGW . . . An all-time 'Best Seller' . . . "

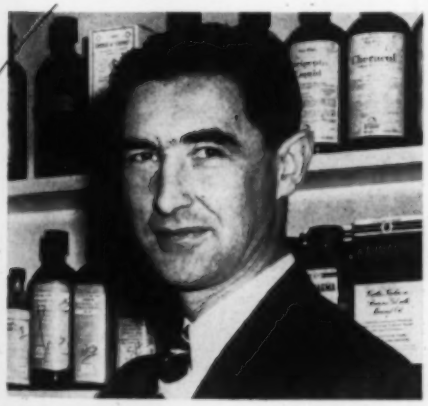
HOUSEWIFE Mrs. A. D. Peoples declares, "KGW has the entertainment, shopping news and public service that make it the real radio leader."

GROCER Otus Bales relates, "It's wonderful to have a station like KGW serving our community. Definite favorite in Portland."

COEDS Madelyn Turtan and Nancy Vincent, University of Portland, say, "KGW heads our honor roll consistently. Valedictorian year after year in Northwest radio."

St. Johns . . . Another leading community solidly "sold" on Portland's pioneer station, KGW! They "know" six-two-oh in St. Johns!





DRUGGIST Glenn Davis states, "The right prescription anytime is KGW. Unequaled in all-around programming and leadership . . . our own KGW."

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

WQXR holds leadership at top evening hours

WQXR's Pulse ratings are either ***first or second*** among the 17 New York area non-network stations ***for every quarter hour period*** all the way from 6 PM to midnight.*

These ratings bear out the statement we've been making for quite some time that "there is no substitute for the good music of WQXR."

And there's no substitute for WQXR if you really want to pile up sales in the New York area.

WQXR AM AND FM

The Radio Station of The New York Times

*SOURCE: *Pulse ratings, March, 1952, Monday through Friday, 6 PM to midnight.*

agency

GEORGE DE PUE, previously with Young & Rubicam, N. Y., elected a vice president and appointed chairman of plans board, Robert W. Orr & Assoc., N. Y.

CHARLES EMERICK, senior time space buyer, J. Walter Thompson Co., S. F., appointed media director.

DR. JULES RUBEN appointed treasurer-administrative advisor, Ruben Adv., Indianapolis. ROLF W. BRANDIS, Academy Films, Chicago, joins agency as radio-TV director. DONALD C. TOOLE, B & M Adv., Evansville, Ind., to Ruben as art director and RUSSELL F. KULBERG to latter agency as production manager.

BARBARA BREACHER, promotion department, ABC-TV Hollywood, to Clifford Gill Agency, Beverly Hills, as radio-TV director.

IRVING S. UNDERHILL, Young & Rubicam, N. Y., to Lennen & Mitchell, same city, as assistant director of research.

on all accounts

THE growth of radio programming and advertising for the Negro market has been phenomenal since 1946, according to Leonard Evans, account executive at Arthur Meyerhoff Agency, Chicago, who is believed to be the only Negro account man in any AAAA agency.

The importance of the Negro market was accepted by only about 10 stations in 1946, while now 73 stations carry shows and advertising directed to Negroes, he reports. Most of these stations are in the south, and many of the sponsors are large national advertisers who do not use radio in northern metropolitan markets. While radio has grown, Negro newspaper circulation has dropped considerably, Mr. Evans says.

Radio, in his opinion, nevertheless has failed to keep pace with the growth and sales potential of the Negro market, which comprises 15 million persons. He sees a need for Negro agencies handling any product which is to be merchandised to Negroes; for well-informed and well-trained Negro media analysts in all large agencies; for continuing and detailed Negro market studies, and for a variety of entertainment in radio and television going beyond the usual disc jockey format and dramatic presentations with stereotyped Negro portrayals.

Mr. EVANS

Interested in the Negro market generally since attending high school in Chicago, Mr. Evans began concentrating on the economic and research aspects while attending school in Nashville and the U. of Illinois, where he majored in marketing, insurance and accounting. He surveyed the Negro population from the sociological angle and at the U. of Illinois he worked with his mother, a leading insurance saleswoman in Chicago since 1919, on a study of mortality rates among Negroes, long considered bad risks by insurance firms.

He subsequently acquired basic Negro data for incorporation into a general survey which later became the first official Negro market study, the Afro-American study conducted in Washington, Baltimore and Philadelphia in 1946.

Mr. Evans, after graduation from Illinois in 1935, worked in various industries and businesses most of which were directly concerned with Negro customers. He studied at night for a law degree and served two years in the Air Force as an instructor before handling his first specific agency assignment.

In New York, he handled promotion, counseled national manufacturers on merchandising, distribution and general marketing problems in Negro areas, and directed

(Continued on page 90)

beat

MURRAY C. THOMAS, Dancer-Fitzgerald-Sample, N. Y., to Anderson & Cairns, that city, as media director.

GEORGE C. ANTHONY, display advertising department, *Los Angeles Examiner,* to West-Marquis Inc., L. A., as media director.

WALLY SEIDLER, manager, KPMO Pomona, Calif., named radio-TV director, Edward S. Kellogg Co., L. A.

HIRAM VOGEL, Revlon Corp., N. Y., to Biow Co., same city, as account executive.

JOHN BRODERICK, commercial artist, opens Broderick Productions Inc., 3756 N. Interstate Ave., Portland, Ore. **GREGORY DODD,** account executive, Adolph L. Bloch Adv., that city, joins agency in similar capacity.

GEORGE D. WINKLER, media director, West-Marquis Inc., L. A., joins executive staff, Roy S. Durstine Inc., that city.

STAN HAMILTON, assistant program director, CFCM Montreal, to Kronstadt Adv., Washington, D. C., as account executive.

GEORGE DeSOLA, secretary-general manager, Anderson & Cairns, N. Y., elected director of agency.

ALLEN L. BILLINGSLEY, president of Fuller & Smith & Ross, Cleveland, elected chairman of board of directors of city's Chamber of Commerce.

Mr. Billingsley

CURTIS ROOSEVELT, Emerson Radio & Phonograph Corp., to William H. Weintraub Co., N. Y., on executive staff.

RICHARD SCHOCH, Richard A. Foley Adv., Phila., to copy staff, Geare-Marston Adv., that city.

HARMON O. NELSON, program supervisor, CBS Radio, Hollywood, to Kenyon & Eckhardt Inc., that city, as assistant to **ROBERT WOLFE,** vice president in charge.

ROBERT G. WILDER appointed director of public relations of Lewis & Gilman Inc., Phila.

MILTON BIOW, president of Biow Co., N. Y., appointed chairman of advertising and graphic arts division, Muscular Dystrophy Appeal, N. Y.

HOWARD ALBER and **LAWRENCE CASEY** appointed director of creative production and public relations director respectively at Weightman Inc., Phila.

IRVING GOULD rejoins Lavenson Bureau of Adv., Phila., as art director.

JOSEPH G. MASON, Geare-Marston, Phila., to copy staff, Buckley Organization, that city.

CLARENCE THOMAS, production manager, NBC-TV New York, and **CYRUS MANN,** free lance writer and director, to William Esty Co., N. Y., as TV production manager and member of production staff respectively.

JAMES E. HAMILTON, account executive, Caples Co., L. A., and **MILTON BECKMAN,** secretary-treasurer, Television Productions Inc., Milwaukee, to Argus Adv., L. A., as account executives. **ROBERT A. ECKHART,** director, San Diego (Calif.) Academy of Art, joins agency as art director. Office manager is **FRANCES J. DOBROWOLSKI,** formerly assistant editor Catalog & Adv. Producers, L. A.

CLIFFORD W. HANKIN to information service staff, N. W. Ayer & Son, Phila. **ANDREW MITTELBRUNN** joins agency's art department.

DONALD H. JILLSON, technical copy writer, Leeds & Northrup, Phila., to copy staff, Richard A. Foley Adv., that city.

YOU GET THAT PERSONALITY TOUCH . . .

. . . with WMAL-TV's high rated participation programs because your product is identified with popular WMAL-TV personalities who deliver and demonstrate your sales message to their legion of loyal fans. Let WMAL-TV's PERSONALITY TOUCH "touch off" greater sales for YOU!

Call or wire the KATZ AGENCY, Inc.

WMAL-TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

open mike

More Merchandising

EDITOR:

. . . I can offer little in the way of suggestions for the improvement of your fine publication. It carries all the important information about the radio-TV industry, and we use it here often as authentic reference material.

If you were to ask me for my opinion on the problem that seems most important in the future success of the industry my answer would be merchandising support for the advertisers. Any case histories of successful radio or TV merchandising programs are well received here and you would be pleased with the number of advertising men and salesman who are converted from supporters of printed media to advocates of radio and television advertising when they see the sales results that radio and TV plus merchandising can produce.

Anything you can do to further this "cause" in BROADCASTING • TELECASTING will be most appreciated. . . .

H. H. Leland
Radio-TV Director
Armour and Co.
Chicago

* * *

Tainted Mail

EDITOR:

Mail has been coming to our station originally addressed to Seguin, Calif. After proper postal markings, it finally arrives at its Texas destination. If one letter would have been so addressed, we would believe it to be a mistake on the part of sender. But we get dozens so addressed, so we feel some mailing list, some radio station directory, has us listed KWED Seguin, Calif., instead of KWED Seguin, Tex.

Knowing that your publication reaches all media, we are asking that you help in locating this error. Imagine someone with gall to take Seguin out of Texas and give it to California.

Garfield Kiel
General Manager
KWED Seguin, Tex.

[EDITOR'S NOTE: The error has been located. For inexplicable reasons, KWED was listed both in California and Texas in the 1952 BROADCASTING YEARBOOK. KWED is herewith restored to Seguin, Texas, with apologies.]

Figure Fun

EDITOR:

I'm charmed by the item, "Bob and Ray Revised for Average Listener," [B•T, April 14, p. 74]. It gives us a real sense of solidarity to discover that ". . . the average listener is a housewife . . . married . . . for about 11 years . . . and with two children, six and 14 years old . . ."

After 23 years in the radio business, I've come to expect surveys to reveal some startling things. But this crying need for an intensification of Moral Rearmament is something else again.

Frank A. Seitz
Managing Director
WFAS-AM-FM
White Plains, N. Y.

[EDITOR'S NOTE: The statistical housewife is not necessarily discreet.]

* * *

Utter Confusion

EDITOR:

On pages 25 and 95 of your April 14 issue, you carry a story wherein the American Civil Liberties Union has cited four networks and two stations specifically for blacklisting in radio and television. On page 95 in the second column, third paragraph, WHAS-TV Louisville, Ky., is named as one of the stations airing a kinescope of a January 1950 *Toast of the Town* program. Completely apart from the issues involved in the article, I wish to point out that WHAS-Television did not go on the air until March 27, 1950. If the program indicated was aired in Louisville, it was not through the facilities of WHAS-Television.

Since you point out in your article that the complaint erroneously identified all seven stations except KTTV and KWTJ as CBS owned outlets, I feel that you would appreciate having the additional error pointed out.

Bill Loader
Promotion Manager
WHAS Louisville

[EDITOR'S NOTE: Our story also pointed to the inaccurate call letters, "KWTJ," listed in the complaint and said presumably they referred to WTVJ Miami.]

* * *

Oops

EDITOR:

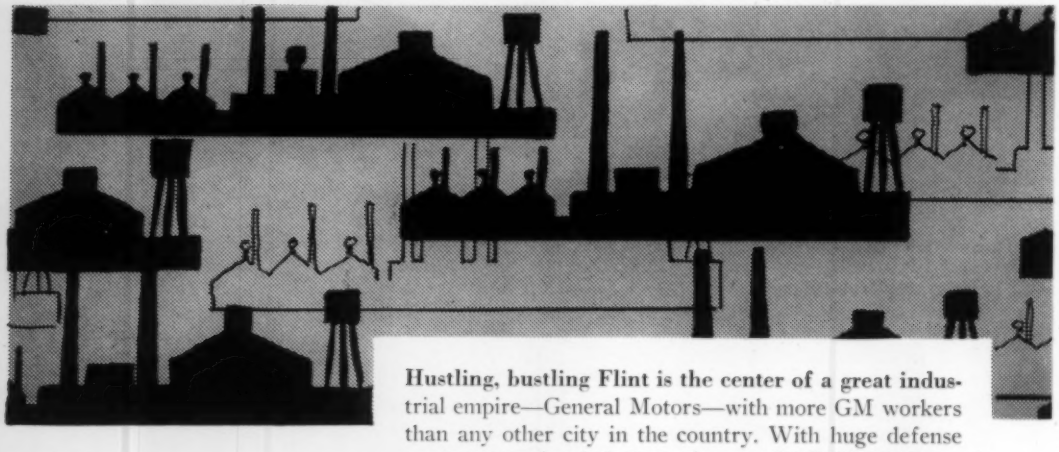
I must take issue with a paragraph in your "At Deadline" section of the April 7 issue. An item about coverage of the President's Jefferson-Jackson Day Dinner speech reads in part: "CBS, on the other hand, picked it up and scooped the world, though other networks had it minutes after the closing of the sensational address."

The Mutual Broadcasting System carried the speech "live" direct from the National Guard Armory along with other radio networks.

In addition, to the best of my

(Continued on page 45)

LET'S TALK SHOP!



Hustling, bustling Flint is the center of a great industrial empire—General Motors—with more GM workers than any other city in the country. With huge defense contracts on hand, last year's record $315,840,000 retail sales promises to grow and grow.

***Making* sales is Flint's First Station, WFDF—with** more coverage, night and day, than any other radio station in Michigan, outside Detroit*. Sell your product for *sure*, over WFDF. Sell as over 600 local merchants sold over WFDF last year.

*** BMB Study #2**

On May 25th we celebrate our 30th birthday—commemorating 30 years of service and satisfaction.

WFDF FLINT MICH.

BASIC AMERICAN BROADCASTING COMPANY

910 Kilocycles

One of America's Pioneer stations—now in our 30th year! Associated with WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville.

REPRESENTED BY THE KATZ AGENCY

Ever been to TOADSUCK, ARK.?

JOHN R. HOLMES
KLRA Farm
Service Director

Johnnie Holmes HAS!

You won't find Toadsuck on many maps. It used to be the ferry point for cattle and supplies to and from southcentral and northcentral Arkansas. Nothing remains but its memories and a general store. But farm activities in that section are unusual, so our Johnnie Holmes made a trip there and reported the doin's to Arkansas farmers.

Johnnie has been traveling in Arkansas almost constantly the past year. The map shows the many towns he has visited. This doesn't represent all of John's traveling, though. Take Fayetteville, for example. This seat of the University of Arkansas has had many visits, as has Russellville, home of Arkansas Tech. The many branch Agricultural Experiment stations of the U. of A. have been visited frequently; they are not indicated on the map. Several of the towns have had more than one visit from KLRA's farm reporter.

All in all, Johnnie Holmes and KLRA cover the state for first-hand farm news. Johnnie is the only full-time farm service director in Arkansas. In addition to his radio duties, Johnnie squeezes in time to write a farm column for the ARKANSAS GAZETTE each Sunday.

Johnnie Holmes has become one of the best known personalities in Arkansas. He is in demand for talks to civic clubs, farm groups and others, in and out of Arkansas. His activities have made KLRA Arkansas's listening habit for farm families, just as it dominates the listening of most other Arkansas families! And all this makes KLRA your best buy in Arkansas!

For the Complete KLRA Story Ask any O. L. Taylor Company Office

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC · CBS RADIO

KLRA
LITTLE ROCK

YOU DON'T NEED CLOWNS TO SELL A CIRCUS!

- Step right this way ladies and gentlemen . . . and sponsors too! No longer does it take clowns and calliopes to sell a circus in New Orleans. No . . . we've found a *quicker, more effective* way!

- Recently—a small, well co-ordinated local dairy bought two TV spots—totalling 80 seconds. Both spots offered viewers a miniature circus, in return for sending in 3 milk bottle caps—plus 50¢.

- "The Greatest Show On Earth" proved to be just that. The spot pulled an amazing *535 orders*. And needless to say—the dairy reported a healthy increase in milk sales!

- *Whatever* your product may be—WDSU-TV can produce effective sales for you in "The Billion Dollar New Orleans Market"!

• Write, Wire or Phone BLAIR-TV!

WDSU-TV
CHANNEL 6
NEW ORLEANS

new business

Spot . . .

MANSFIELD SPRAGUE, candidate for Republican nomination for U. S. Senate, began radio campaign April 21 on WSTC Stamford, WNAB Bridgeport, WNHC New Haven, WATR Waterbury, WTHT Hartford, WTOR Torrington and WNLC New London, all affiliates of Connecticut State Network.

NORTH AMERICAN VAN LINES, L. A. (moving company), started *Let's Go Hollywood* on 36 CBS Radio Pacific and Mountain stations, Sun., 1:15-1:30 p.m. (PDT), for 13 weeks from April 27. Agency: Castor & Assoc., that city.

LEWIS FOOD Co., L. A. (Dr. Ross dog and cat food), sponsoring *Red Skelton Show* six times on 10 CBS California radio stations, Wed., 6-6:30 p.m. (PDT), from April 23. Agency: Rockett-Lauritzen, that city.

DORMAN'S Mfg. Co., L. A. (men's clothing), started weekly five-minute *Jackson's Sports Shots* on KTTV (TV) Hollywood, for 13 weeks from April 18. Firm also conducting 20-week spot announcement campaign on KLAC Hollywood. Agency: The Caples Co., L. A.

Network . . .

P. LORILLARD Co., N. Y. (Old Gold cigarettes), renews 8:45-9 p.m. EDT segment of *Stop the Music*, ABC radio, for 52 weeks effective May 18. Agency: Lennen & Mitchell, N. Y.

MARS Inc., Chicago (candy bars), renews *People Are Funny* on CBS Radio, Tues., 8-8:30 p.m. EST, for 39 weeks from Sept. 30. Contract calls for 10% budget increase. Agency: Leo Burnett Co., that city.

Agency Appointments . . .

CLUB ALUMINUM PRODUCTS Co., Chicago, appoints Buchen Co., that city.

LEIPHEIMER TEXTILES Inc., Phila., appoints Aitkin-Kynett Co., same city.

REAL ESTATE SAVINGS & LOAN Assn., Phila., appoints Benham Adv., that city.

OIL HEAT Assn., Phila., names Shaw & Schreiber Adv., that city.

F. C. ORTNER DISTRIBUTING Co., Buffalo, appoints MacLaughlin Adv., that city, for local radio-TV campaign for company's freezers. J. ANDREA CONNAROE is account executive.

STANLEY FURNITURE Co., Stanleytown, Va., appoints Fien & Schwerin, Phila.

LEWIS ASPHALT ENGINEERING Corp. names Wm. Wilbur Adv., N. Y. RAYMOND J. VISCARDI is account executive.

JOSKE'S, Houston, Tex. (home furnishings), appoints Kamin Adv., that city. CYNTHIA HOPE is account executive.

JERCLAYDON Inc., Miami Beach (Glamorene), appoints Aitken-Kynett Adv., Phila.

EDWIN Corp., S. F. (maker of Dust Out, mechanical mop shaker), names Brisacher, Wheeler & Staff, that city. TV is primary medium in test campaign now underway.

Adpeople . . .

HERBERT M. CLEAVES, sales and advertising manager for Jell-O Div., General Foods Corp., N. Y., appointed marketing manager of firm's Associated Products Division including Jell-O, Minute Rice, Minute Tapioca, Calumet Baking Powder and Certo products. He will be replaced by his assistant, GEORGE R. PLASS.

VICTOR ELTING Jr. named advertising director of Quaker Oats Co., Chicago, with ROBERT S. MacDONALD as assistant director.

THOMAS G. PROSSER, director of sales and advertising, White Rock Corp., N. Y., elected vice president in charge of sales and advertising.

Selling Dallas' tv market . . .

IS AN INSIDE JOB!

Survey proves it takes a Dallas station to sell Dallas!

Here is conclusive evidence that a Dallas station sells Dallas best—as well as the rich Dallas-Fort Worth TV market—results of an impartial survey by Ira. G. Corn, Professor of Marketing at Southern Methodist University.

Area dominance of Dallas television was emphasized by figures on TV set saturation, set gain, and comparative set distribution within the Dallas and Fort Worth primary coverage areas. In every category, Dallas and WFAA-TV led Fort Worth by margins of from 29% to 179%!

Here is proof it takes a Dallas station to sell Dallas and the big Dallas-Fort Worth TV market—*and WFAA-TV, first in Dallas, offers most for your advertising dollar!*

TV SET SATURATION: DALLAS WFAA TV AREA HAS 82.1% MORE TV SETS THAN FORT WORTH AREA.

WFAA-TV covers 64.5% of the combined market compared to 35.5% by Fort Worth TV.

DALLAS WFAA TV PRIMARY COVERAGE AREA
97,376 SETS

FORT WORTH TV PRIMARY COVERAGE AREA
53,501 SETS

TV SET GAIN since April 1, 1951: DALLAS WFAA TV AREA HAS GAINED 179% MORE SETS THAN FORT WORTH AREA.

DALLAS WFAA TV PRIMARY AREA GAIN
25,888 SETS

FORT WORTH TV GAIN
9,292 SETS

POINTS AND CONCLUSIONS FROM THE CORN REPORT EMPHASIZING THE DOMINANCE OF DALLAS IN THE DALLAS-FT. WORTH TV MARKET:

Primary coverage area of WFAA-TV embraces seven North Texas counties. Fort Worth primary area covers five counties.

13,253 TV residences within the Dallas area with inside aerials cannot be reached from Fort Worth, whereas WFAA-TV comes in with a clear picture.

The primary coverage area of WFAA-TV included 97,376 TV sets as of Jan. 15, 1952—the Fort Worth primary area had 53,501 TV sets.

In the combined Dallas and Fort Worth primary areas, WFAA-TV's share is 64.5% of the total sets. The Fort Worth station's share is only 35.5%.

WFAA-TV primary area has gained 25,888 sets in the past 9½ months—a 36.2% increase over April 1, 1951. The Fort Worth area gain was 9,292 sets—a 21% increase.

Dallas County has 82,565 sets. Tarrant County (Fort Worth) has 47,786 sets.

41.2% of all family units in Dallas County are TV set-owners. Dallas County TV homes have 9.8% larger family size compared to non-TV homes. This means that the 41.2% Dallas County residences reached by TV actually accounts for 43.5% of the population.

WFAA-TV *first in Dallas*

CHANNEL 8 • 27.1 KW VIDEO • 13 KW AUDIO • NBC - ABC - DUMONT
NATIONALLY REPRESENTED BY EDWARD PETRY & CO. • RALPH NIMMONS, STATION MANAGER
TELEVISION SERVICE OF THE DALLAS MORNING NEWS

How to get LOW COST RESULTS

It's simple! It's easy! First you buy WITH—the BIG independent with the BIG audience. Then you watch your sales go UP! WITH's rates are low—and at these low rates, WITH delivers you more listeners-per-dollar than any other radio or TV station in town. That's how WITH produces *low cost* results!

Here's positive proof: *WITH regularly carries the advertising of more than twice as many retail merchants as any other station in Baltimore.* And you know that retail advertising *must* produce fast, low cost results or it just doesn't run. So get the whole WITH story from your Forjoe man today!

W-I-T-H IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

BROADCASTING

VOL. 42, NO. 17 APRIL 28, 1952

O'NEIL MBS PRESIDENT

White Resigns, Fineshriber Director

By RUFUS CRATER

ACTIVE direction of Mutual was taken over by its new owners last week, with Frank White resigning the presidency and Board Chairman Thomas F. O'Neil assuming the presidential reins.

The top-level realignment, first since General Tire & Rubber Co. became controlling stockholder last January, came unaccompanied by any announcement of plans for changes in either Mutual's policies or its scope of operations, although it is known that entry into TV networking is planned and reports have circulated intermittently that MBS may be reorganized along conventional network lines.

The executive changes, to become effective May 31, obviously stemmed from inability of Messrs. O'Neil and White to come to terms, but both principals insisted there was no rancor. Each spoke highly of the other in announcing the changes to the Mutual staff Thursday afternoon, to the Mutual Affiliates Advisory Committee on Friday morning, and, by closed circuit, to the 553 MBS affiliates Friday noon.

Mr. White said he would announce his future plans shortly.

His original three-year contract as president—at a salary estimated unofficially at about $85,000 a year, plus bonuses reportedly neighboring on $15,000—actually expires April 30. But he agreed to remain in office an additional month to assist Mr. O'Neil.

Continues as Chairman

Mr. O'Neil, vice president of General Tire and head of its radio and television enterprises, will continue as Mutual board chairman.

Through its ownership of Yankee and Don Lee networks and the WOR New York radio-TV properties, General Tire controls almost 61% of Mutual stock. The properties are in the name of Thomas S. Lee Enterprises, in which, as a result of the WOR-AM-FM-TV acquisition early this year, General Tire owns 90% and R. H. Macy & Co., former owner of the WOR interests, owns 10%.

Mr. White's resignation and Mr. O'Neil's election came at the annual stockholders - directors meeting, held Thursday in New York.

At the same time Executive Vice President William H. Fineshriber Jr. was elevated to the board of directors. He will continue as executive vice president, in the No. 2 spot he assumed last December.

Mr. WHITE

Mr. O'NEIL

All other members of the board and all executive officers were re-elected at the meeting.

News of Mr. White's resignation brought expressions of dismay from the first of the members of the Mutual Affiliates Advisory Committee arriving in New York Thursday for their meeting with the network officials on Friday morning. They said they harbored no criticism of Mr. O'Neil as network president, but stressed the loyalty which Mr. White has developed among affiliates as well as his progress in building MBS.

Mr. O'Neil himself was highly laudatory of both Mr. White and his work, describing his service as having been "truly monumental."

There was no open sign of other imminent changes in top personnel. In his closed circuit talk to affiliates on Friday, Mr. O'Neil said that "some of Frank White's value to us will survive his departure"—one of the "most important" ways being "that the capable and outstanding organization he has built so ex-

(Continued on page 34)

SPOT RADIO

Held Threat to Newspapers

By WILLIAM RUCHTI

SPOT RADIO is a real threat to local newspaper revenues and television has already siphoned off some money, Harold S. Barnes, director of the Bureau of Advertising, told delegates to the 1952 convention of the American Newspaper Publishers Assn. in New York last week.

Other speakers at the Wednesday afternoon Bureau of Advertising session predicted tough selling years ahead, to be made tougher by increased competition from television and warned that newspapers still can not survive any real decline in advertising revenue.

The three-way convention, which started Tuesday in the Waldorf-Astoria, was the 66th at which newspapermen across the nation met to discuss mutual problems, and, although the estimated 1,600 in attendance did not give as much time to broadcasting media as initial agendas had indicated, the pressure of radio-TV competition seemed so taken for granted that literal statements did not have to be made.

The most specific warning of broadcasting competition was issued by Mr. Barnes Wednesday afternoon, when he evaluated competitive media. Reporting that network radio contracts had fallen off 11.3% during the first two months of the current year, he assured his audience not to worry about network radio, but underlined the fact that "spot business has increased substantially and constitutes a very real threat to local newspaper revenue."

Mr. Barnes asserted that the most important effect of television, which he conceded had "siphoned off some money, especially in food and cigarettes," was that it produces an unsettled frame of mind in the user and non-user alike. He explained:

"One group of advertisers is either itching to get in or is afraid of what will happen if they *don't* get in. The group that's already in TV are appalled by the mounting costs and straining their eyes for sales results that justify the mounting costs."

He warned that TV costs will grow with the medium, that share-of-audience will decrease in one-station towns now that the freeze has been lifted, and advised: "The soundest strategy is to resist the temptation to make an all-out frontal attack on TV. Logic has little effect upon a person who is going through an emotional crisis. Our plans are to hammer away at TV's weak spots."

In spite of broadcasting competition, Mr. Barnes predicted that 1952 will nevertheless bring an all-time high in national advertising expenditures.

Stuart M. Chambers, vice chairman of the bureau's board, foresaw "tough selling years ahead" when he spoke at the same Wednesday meeting which, unlike opening day discussions, was an open session. The real challenge is yet to come, he warned, and will come as a result of the end of the TV freeze.

"In the next two, three or five years, we are going to be confronted not with 108 television stations, but with 10 or 15 or 20 times that number—all clamoring for the advertiser's dollar for their support and very existence."

Publishers, like other businessmen, may be forced to give more

(Continued on page 93)

CO-OP BUSINESS

ABC Reports Increase

ABC radio co-op business has increased 9% since the start of the year and 4% over the comparable 1951 period, Frank Atkinson, manager of cooperative program sales, announced last week in reporting that a recent network survey showed 18 cooperative ABC radio programs are currently backed by a total of 926 sponsors.

Some 546 sponsors participate in the top five ABC co-op programs: *No School Today*, with a total of 130 sponsors on 95 stations; *Paul Harvey*, 124 sponsors over 105 ABC affiliates; *Martin Agronsky*, 121 advertisers on 95 outlets; *Headline Edition*, 89 sponsors on 76 stations, and *Elmer Davis*, 82 backers on 80 ABC stations.

Sponsors represent a cross section of American business, Mr. Atkinson said, with the list ranging from bakeries and bottling companies, through banks and grocers, to plumbers and jewelers, and some have purchased the same program since its inception on the ABC radio network, a period of ten years in occasional instances.

Advertiser satisfaction has been very high, the sales manager reported, citing as typical a letter from an Illinois specialty shop owner: "For the month of September (1951), we turned in an overall increase of 35%. Incidentally, it was the biggest September and also the biggest in sales that the shop has ever had."

A Texas clothier reported: "We made a special purchase of sport shirts and planned to use radio only as the advertising medium to sell them . . . By 3 p.m. on the day we made the on-the-air announcement (a 15-minute, noontime *Paul Harvey* broadcast), we had to remove stock from our window display to strengthen the store assortment which practically vanished that same afternoon.

RWG STRIKE THREAT

ALA to Set Up Committee

AUTHORS League of America, parent body of Radio Writers Guild, was reported last week as stepping into the strike proposed against NBC, ABC and CBS in order to set up a three-man committee which would request that all TV and radio scripts be withheld from the three networks.

Action, said to exclude writers with contractural commitments, was to be taken by the three ALA appointees: President Rex Stout, Erik Barneow, and John Hersey. Attorney Arthur Garfield Hays was named consultant for the committee.

A freelance committee, headed by scriptwriter Hector Chevigny, was also being organized to collect voluntary contributions from writers on both coasts for an RWG strike fund, intended to augment a compulsory assessment currently being voted on by mail.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"As near as I can figure it, we have only four-hundred and ninety-nine thousand, nine-hundred and eighty-five dollars and twenty-six cents to go."

LETHEN APPOINTED

To CBS Radio Sales Post

EDWARD F. LETHEN Jr., who joined CBS Radio in September as an account executive on the network sales staff, has been named to the new post of director of sales extension, CBS Radio Network, W. Eldon Hazard, network sales manager, announced Thursday.

Before joining CBS Radio, Mr. Lethen had been with MacFadden publications for 16 years, serving as advertising director of True Story women's group of six magazines, in the same capacity for a five-magazine group, and as western manager of the Chicago office. The new director of sales extension had also been western manager for Dell Publishing Co. and space salesman for several newspapers and magazines.

Plans Spot Radio

KATHLEEN COURT Ltd., Hampton, Middlesex, England (Cooltan suntan cream), names Will Burgess & Co., New York, as its advertising agency. Plans for advertising schedule not definite as yet, but spot radio will be used, probably in four or five metropolitan markets beginning within 10 days and continuing through summer months.

Names Emil Mogul

RAYCO Mfg. Co., Paterson, N. J. (automobile seat cover manufacturer), has named Emil Mogul Co., New York, as its advertising agency. A budget of over $500,000 will be allocated for the rest of 1952. Radio, television and newspapers in key cities are currently being used in a copy and media test.

SINGER TO GREY

Federal to Dissolve

JULES B. SINGER, major stockholder and vice president of Federal Adv., New York, joins Grey Adv., New York, as vice president and member of the executive group, effective June 1, it has been announced.

Mr. Singer

Federal Adv. meanwhile will dissolve before that date. Gordon E. Hyde, president, and about half of the Federal employes have joined D'Arcy Adv. [B•T, April 21].

Mr. Singer, who handled The American Safety Razor Corp., Gem Razor and Blade and Every Ready Shaving Brush divisions, and Doeskin Inc., will bring the first account to Grey Adv. with him. The decision as to which agency will handle Doeskin is still pending but is expected to be announced soon.

Leaves FC&B Post

J. HUGH E. DAVIS, vice president and director of Foote, Cone & Belding, Chicago, joins Oakes & Co., Chicago hardware brokerage firm, today (Monday) in a general executive capacity to assist President L. L. Oakes. Mr. Davis was with FC&B eight years, joining the company as account executive on Pepsodent in 1944. Two years later he was elected executive vice president. During the past six years, he has handled much of the radio and television business, working with such accounts as Hallmark cards, Toni Co., Armour, International Cellucotton products, Frigidaire and Libby, McNeill & Libby. His work will be divided among several directors.

ANTELL BUYS

MGM Programs on MBS

CHARLES ANTELL Inc. last week undertook sponsorship of three hours of nighttime programs a week on MBS, with an additional two and a half hours of morning programs slated to start under its sponsorship today [B•T, March 31].

For its hair preparations, the company is sponsoring all of the MGM Radio Attractions programs which Mutual has offered to network advertisers, with the contract to run until these programs go off the air for a summer hiatus on June 28.

Starting today (Monday), Antell also is sponsoring two quarter-hour strips a day, from 9:30-9:45 a.m. and 9:45-10 a.m., Monday through Friday, also on behalf of its hair preparations. Agency is Television Production Assoc., New York and Baltimore.

It could not yet be determined, as of late last week, how many Mutual affiliates were carrying the Antell business. At gross rates for the complete network, billings on the entire package would approximate $80,000 a week, network spokesmen estimated.

FTC ORDER MODIFIED

Singles Out Tobacco Firm

AN ORDER by the Federal Trade Commission citing allegedly false advertising claims by American Tobacco Co. for Lucky Strike cigarettes has been modified to exclude the firm's advertising agency and others as party respondents.

The FTC announced last Tuesday that the order will be directed solely at American Tobacco in accordance with a stipulation filed in the U. S. Circuit Court of Appeals, Chicago. Company had asked the court to review the order but the petition was dismissed per the stipulation.

FTC's action in excluding the company's "officers, representatives, agents and employes" followed that of a similar case involving R. J. Reynolds Tobacco Co. (Camel cigarettes). The same court had ruled the commission has no authority to cite unnamed individuals without appropriate evidence [B•T, Feb. 11].

The advertising agency was not involved in any proceedings or identified in the complaint or order, an FTC spokesman said. Nor were any respondents named as such. Current agency for Lucky Strike is BBDO, New York.

Liquinet Plans

LIQUINET Corp., Chicago (hair preparation), has named Sherwin Robert Rodgers Agency to handle its advertising. Television will probably be used and radio is being considered. Mr. Rodgers is account executive.

POLITICAL LIBEL

Broadcaster Relief Urged at Hill Hearing

THE BROADCASTER needs immediate protection from liability that he is in danger of incurring when his station airs a political talk.

This was emphasized before the Senate Subcommittee on Privileges and Elections last Thursday as it wound up its second and presumably final day of hearings on the radio-TV aspect in political campaign expenditures [B•T, April 21].

The subcommittee is looking into ways of streamlining election laws, including lifting of ceilings placed on the candidate or the party expenditure in a political campaign.

At the hearing's conclusion, Chairman Guy M. Gillette (D-Iowa) and Sen. Thomas C. Hennings Jr. (D-Mo.) agreed with NARTB President Harold E. Fellows that the broadcaster is desperately in need of temporary legislation tailored for this election year.

Mr. Fellows noted that it would clear the decks for the broadcaster, who at the moment is concerned with an obligation to give equal opportunity to candidates, can not censor what the candidate might say, and yet can be held liable for what may be said.

Chairman Gillette thought this was "an intolerable situation. . . . It's becoming more so by a tendency of speakers to indulge in inflammatory and scurrilous attack."

Hennings Appointed

He appointed Sen. Hennings to head an investigation into what corrective legislation may be necessary to place both communications and printing media on the same par in regard to handling of defamatory political speeches.

Neither Mr. Fellows nor Col. William A. Roberts, of Roberts & McInnis, who represents the DuMont Television Network, thought it practical for a network to set aside time periods for political broadcasts only. Such a suggestion had been made a fortnight ago by subcommittee members.

Col. Roberts outlined the high costs of choice time periods on networks which are faced with the problems of clearing time with affiliates. Arrangements by networks must be made well in advance, he cautioned. But few candidates know until well nigh broadcast time just how much money they are going to spend, for what time and on how many stations, he explained.

He noted that the candidate is usually unable to tell just when his campaign may be getting "hot"—a time when he would need broadcast facilities—nor when it may cool—a time when he would be inclined toward cancelling commitments.

The well-financed party or candidate got in for some attention by Col. Roberts, who noted that the party that can buy the network with most prime affiliates gets the most coverage at the least per capita cost.

Another indeterminable factor is "bidding" by networks for time where cable availabilities are limited, the DuMont attorney said. The network which has control of "legs" on the cable gets the advantage and "the candidate is at a disadvantage," he said.

This points up, he said, that a network must be rich enough to sustain time for political broadcasts or must be able to get sponsorship. He said it would be impractical to set up a "straight jacket" over campaign expenditures—since an expensive campaign would have to be "supported with somebody's money."

DuMont tried so-called "block" prime time periods but it didn't work out satisfactorily, because (1) if time is given to one candidate it must be given to another, and (2) demand did not always come from the same people for the same period. Mr. Fellows agreed with this analysis, particularly in the local contest.

Also coming under attack by both Col. Roberts and the Senators present at the hearing was the radio or TV forum program. Implication was that it could be manipulated or rigged in favor of one political participant as against another. But all agreed that the forum device was more effective than a political campaign speech bought outright by the candidate or his party.

The libel dilemma has become so important in the broadcast industry, Mr. Fellows said, that "a majority of stations are scared to death of political broadcasts" because they might face libel suits for candidates' remarks.

Mr. Fellows said that a bill offering immediate relief for the broadcaster is that introduced in the House by Rep. Walt Horan (R-Wash.). The bill (HR 7062) would free the broadcaster from liability for material over which he has no control.

The NARTB president said his organization believed adoption of the measure "will make broadcasters in many states more ready to accept political broadcasts and to accept them at the usual rates of sponsored time." Thus the subcommittee's objective of "a more informed electorate" would be served, he said. At present, the Horan legislation pends before the House Interstate & Foreign Commerce Committee. Hearings have not been scheduled as yet.

Possibility of reserving time in advance for political campaigns, Mr. Fellows said, is more feasible in national campaigns than on the local level—he pointed to difficulty in forecasting advance program requirements, issues or personalities with demands for broadcast time varying as the campaign progresses.

He reminded the subcommittee that NARTB through its membership is promoting proper registration by eligible voters, to be followed by a "get out the vote" campaign before and on election day and calling on Congress to pass legislation to provide for a national election-day half holiday.

Majority of the stations in the nation charge the same rate for political time as they charge for regular sponsored time, with those stations charging special rates doing so because of increased ex-

(Continued on page 92)

SEIZURE POWER

Truman Issues Denial

PRESIDENT TRUMAN last Thursday disclaimed the inference that he believes he has power to seize newspapers as well as radio stations.

The seizure threat had been made April 17 during a joint news conference with White House correspondents and members of the American Society of Newspaper Editors [B•T, April 21]. It followed a question by Col. J. Hale Steinman, co-publisher of the Steinman newspapers and co-owner of the Steinman radio and TV stations in Pennsylvania and Delaware.

At that time Col. Steinman had asked the President if he felt he could seize newspapers and radio stations, having already seized steel mills. The President had replied that under certain circumstances the President must act in the best interest of the country.

The statement led to widespread comment, mostly dealing with a new danger to freedom of expression. It led the American Newspaper Publishers Assn. to condemn the apparent threat to basic liberties (see ANPA story page 23).

At his April 24 news conference, the President denounced as a lot of hooey any idea that he believes he could seize newspapers and radio stations in an emergency. Asked if he had by statement or implication said he had any intention of seizing press and radio, Mr. Truman replied with a flat denial. In his April 17 statement, he said, he was speaking of the welfare of the country which is at stake in the steel strike. He added that the President actually has very great and inherent powers to meet a national emergency, but cannot tell what he is going to do until an emergency arises.

In congressional comment, Rep. George H. Bender (R-Ohio) said that the President's April 21 statement shows "he obviously has become aware of the apprehension throughout the country" created by the April 17 comment. Rep. Bender has introduced a resolution seeking impeachment of the President.

Fear that President Truman's government information policy, adopted last Sept. 24, was a threat to freedom of information and a form of censorship, continued last week to disturb editors and reporters.

On the other hand, Edward J. Trapnell, executive secretary of the Interdepartmental Subcommittee on Internal Security, said his agency requires federal agencies to prove that news they withhold would hurt national security. He said only one complaint had been received since his agency was set up Jan. 12. It came from Fairchild Publications and involved refusal by the Office of Price Stabilization to make available the minutes of industry advisory group meetings. Mr. Trapnell said he believed all information about the government must be "free and open" unless it would help the enemy and said the OPS had been overruled in its secrecy attempt.

Resolution proposing a Senate investigation to learn if censorship "is depriving the public of information to which it is entitled" was introduced Thursday by Sen. Blair Moody (D-Mich.), ex-newspaperman and radio commentator.

Sen. Moody proposed the Senate Committee on Government Operations name a subcommittee to study government information activities and effect of President Truman's security order. An advisory council of newsmen would be authorized.

ANPA Would Fight

DESPITE the President's assertion of Thursday morning that he had no intention of seizing broadcasting or the press, the American Newspaper Publishers Assn. Thursday night passed a sizzling resolution to "resist and defeat any attempted seizure by any President of the United States of the press or any member of the press."

The ANPA resolution was introduced by Maj. Gen. Julius Ochs Adler, general manager of the *New York Times*, which owns WQXR-AM-FM New York. Only four dissenting votes were cast, one of them by Mrs. Dorothy Schiff, owner of KLAC-AM-TV Los Angeles and publisher of the *New York Post*, who said she considered the President's original remark on the subject "facetious."

AP MEMBERSHIP

Full Status For Radio, TV Argued

FULL membership of radio and TV stations in the Associated Press was a debated subject at the annual AP membership meeting held in New York Monday. However, no definite decision was reached.

California AP members had resolved the previous week, it was disclosed, that stations be given regular instead of associate membership since many were fulfilling the board requirement of supplying as well as receiving news service, and that radio members be allotted a special representative on the board.

Annual board report, issued at the meeting and prepared by AP General Manager Frank J. Starzel, had indicated that news-supplying stations had increased to 537 during 1951, of which 239 outlets were located in communities where there are no newspaper AP members [B•T, April 14]. Association President Robert McLean further reported that two stations had declined membership until radio is represented on the board and stations have voting privileges.

One objection to radio membership was raised by C. E. Palmer, head of *The Texarkana* (Ark.-Tex.) *Gazette* and *News* and owner of KCMC-AM-FM Texarkana, who said that, although he owns stations, he believes the AP could make no greater mistake than by accepting them as full members.

"The number of newspapers is decreasing and the number of radio stations is increasing," he was quoted as saying, "and we would wind up with a radio organization."

The AP president reported that radio stations could not be accepted as full members by the board without a change in by-laws and that the association officers were hesitating until the best interests of the AP are known. The report, in fact, had said, "the board authorized the general manager to invite a group of news representatives of radio stations to meet with him to explore all matters that might contribute to the continuing improvement of the news report of the Associated Press."

Lauded Member Stations

Commending member radio stations for their aid in supplying news, the report also noted that some outlets provide news on a regular basis, some supply tips on fast-breaking events, and some cover news during hours when local newspaper members do not operate, notably important, it was said, for weekend coverage. The associate member radio stations were cited also as broadening the AP reach particularly for state news.

Radio stations mentioned individually for outstanding cooperation were KWIK Pocatello, Ida., which furnished 408 news stories used in the report; WDAY Fargo, N. D., which supplied 236; WWCA Gary, Ind., 217; WAVE Louisville, 150, and KDIX Dickinson, N. D., 119.

Election of AP officers resulted in the renaming of Mr. McLean of *The Philadelphia Bulletin* as president, a post he has held since 1938. Harold A. Fitzgerald of *The Pontiac* (Mich.) *Daily Press* was re-elected first vice president, and Clarence B. Hanson Jr. of *The Birmingham* (Ala.) *Sunday News* was named second vice president. Lloyd Stratton and Robert Booth were returned to their offices of secretary and treasurer, respectively.

Four new board members were named: John R. Reitemeyer, *Hartford* (Conn.) *Courant;* Richard W. Clarke, *New York Daily News;* W. H. Cowles, *Spokane* (Wash.) *Spokesman-Review,* and Nathaniel R. Howard, *Cleveland* (Ohio) *News.* Two board members re-elected were Benjamin M. McKelway of *The Washington Star* and Raymond L. Spangler of *Redwood City* (Calif.) *Tribune.*

Retiring directors are J. R. Knowland, *Oakland* (Calif.) *Tribune;* Paul Bellamy, *Cleveland* (Ohio) *Plain Dealer;* Arthur Hays Sulzberger, *New York Times,* and James E. Chappel, *Birmingham* (Ala.) *News.*

Guest speaker at the AP annual luncheon was Gen. Alfred M. Gruenther, chief of staff to Gen. Eisenhower at SHAPE headquarters.

STROMBERG-CARLSON

Station Sales, Earnings Up

BROADCASTING division of the Stromberg-Carlson Co. continues to increase overall sales and net earnings and "is now paying off handsomely," President R. C. Tait said in reporting on WHAM, WHFM (FM) and WHAM-TV Rochester at the company's annual stockholders' meeting Wednesday.

Stromberg-Carlson overall sales for the first quarter of this year were listed as $9,000,809, an increase of about 10% over the comparable period last year. First quarter earnings amounted to $248,191 or 65 cents a share on common stock, as compared to $243,113 or 63 cents a share for the same 1951 period.

Identifying the radio-TV situation as "still not good," Mr. Tait reported it as "far better" than it was at the corresponding time last year. A better fall market is anticipated by the company, with extra impetus expected from lifting of the TV freeze as well as public interest to be aroused by TV coverage of national elections. Stromberg-Carlson finished inventories, like those of its distributors and dealers, were reported as much lower.

Story on radio-TV aspects of ANPA Convention on page 23

WHEN Tighe Woods, director of rent stabilization, Washington, visited Kansas, he was interviewed by newsmen of KCMO Kansas City, Mo. Shown during interview are (l to r) Larry Whyte, KCMO; Mr. Woods; Harold Mack, KCMO, and Jim Monroe, KCMO news director.

INS' EXPANSION

Annual Report Outlines

INTERNATIONAL News Service has added 201 new clients in the past 12 months, "a banner year for INS and the greatest overall growth scored in any similar period," Seymour Berkson, INS general manager, said last week in his annual report to business executives of the news agency in New York for the ANPA meetings.

With the addition of these new subscribers, Mr. Berkson noted, INS services now reach more than 2,700 outlets throughout the world, including radio and TV stations, newspapers, magazines and others. Citing the progress of the INS-Telenews newsreel, photo and wire coverage for television, he said: "We hold the dominant position as purveyor of newsreels and related news material for TV stations. Our TV coverage now reaches 81% of the nation's TV markets."

Recalling that INS and its newsreel associate, Telenews Productions, have held the top position in the TV news field since 1948, Mr. Berkson reported that "last July, INS inaugurated a new wire service for TV stations, tied in with the INS-Telenews daily newsreel film service. Together, the wire and newsreel film provided the first complete basic news service for television.

Scripts With Film

"The new teletype circuit transmits up-to-the-minute scripts for use with the newsreel film, giving it the impact of late pertinent news developments. It also provides summaries of the latest news to round out complete 15-minute newscasts for voice-casting by the local commentator on TV."

Mr. Berkson lauded Herbert Scheftel, Telenews president, "for his great vision and pioneering foresight which have played such an important part in launching and propelling the joint TV enterprise of Telenews and INS."

Attributing INS growth during the last year to a growing desire for "improved coverage of the news —and the news behind the news," Mr. Berkson said that in keeping with this "stimulating global expansion and increased demand for our news products, INS has steadily expanded and improved its news-gathering facilities.

"We have inaugurated a variety of new techniques of interpretive reporting designed to provide background and significance of complex news events at home and abroad. We have also launched a highly successful new department called "For Better Living" which furnishes a steady flow of special items and articles of particular value to the typical American family, including food and household hints, home economics, mental hygiene, public health guidance, etc.

"In line with a policy of long standing, INS has continued to implement its regular news report with important news-features and circulation-building columnists. Of course, our great advantage in this respect is that we have under the INS banner some of the greatest writers and reporters of our time. This has enabled us to deliver to our clients not only distinctive coverage of world news but dramatic exclusive feature material of prime public service interest and reader appeal."

International News Photos, INS photo affiliate, has one of the most modern news photo plants in the world in its New York headquarters, recently completed at a cost of many thousands of dollars, Mr. Berkson said, adding: "INS is now in its 40th consecutive year of daily operation and it is still setting the pace for enterprise in the news photo field."

INP's Speedphoto Division launched in 1950 for the transmission of police data by law enforcement agencies, now serves 24 city, state and federal organizations, including the FBI, Mr. Berkson reported. He said that the Speedphoto Transceiver developed by INP technicians especially for this use, was praised by the International Assn. for Identification as "the greatest advance in police communication since the advent of the teletype."

FLOOD FUNDS

Ad Council, Radio-TV Aid Red Cross in Emergency

ADVERTISING Council has enlisted the support of radio and television to help the Red Cross raise emergency funds to speed rehabilitation in the flooded Midwest.

Project was initiated by a telegram from E. Roland Harriman, American National Red Cross president, to all network presidents and to the Advertising Council. The wire outlined extent of the damage and the needs of Red Cross to aid flood victims.

Radio and TV networks responded immediately with pleas by media stars and by special announcements.

To spur emergency appeals, the Red Cross through the Advertising Council released 150 one-minute trailers and 150 sets of four flip cards for TV networks and individual stations.

Listed by the Red Cross as outstanding examples of cooperation were the April 16 CBS Radio broadcast by James T. Nicholson, Red Cross executive vice president, who discussed his tour of flooded regions and the April 17 John Edwards news broadcast on ABC radio.

Another programming highlight listed by Red Cross was its evacuation episode filmed in and around Omaha by *We the People* and telecast over NBC April 23.

Many Reports Received

Further reports of individual station efforts [B•T, April 21], the following have been received at deadline by BROADCASTING • TELECASTING.

KMTV (TV) WOW (TV) KBON KOIL KFAB KOWH, all Omaha outlets and KSWI Council Bluffs reported their coverage as follows:

KMTV (TV) issued flood reports on three regular daily newscasts, adding two extra shows per day. Two still-picture crews worked with four motion picture and TV camera crews at the Civil Defense station where dikes were weakest, at the bridge connecting the two cities, at the public power plant where there was danger of a flood-out, in Council Bluffs and in the air above the flood scene.

The station fed three remotes with Douglas Edwards to the CBS-TV network, and shot film for use on Edward R. Murrow's Omaha story feature on his *See It Now* telecast April 20.

WOW-TV sent out camera crews to shoot movie film and used most of its news time on three daily shows to air flood reports. The station set up a remote relay system from the top of the city's tallest downtown building, and made feeds to NBC-TV for *Today*, as well as for local shows.

KBON broadcast flood bulletins from three remote units. Most regular newscasts concentrated on flood news. KOIL spotted taped-interviews throughout its round-the-clock schedule, working closely with the sheriff's office.

KFAB foresaw the flood danger and began its reporting from the day the snow-swollen waters began their threat in Montana. At the flood's height, KFAB fed three stations and CBS Radio network at one time. When not on the air or sleeping, KFAB staffers aided the Red Cross and Salvation Army. The station also set up a temporary studio at Council Bluffs.

KOWN, an independent daytimer, went on the air 24 hours daily with special FCC permission, using tape interviews and live remotes to bring its listeners flood coverage. KSWI, another independent located across the river in Council Bluffs, maintained a broadcasting crew at the Mayor's office and fed news bulletins continually. Staff at the station was doubled to meet the emergency. KSWI reports that station's request for volunteer help brought people from within a radius of more than 70 miles.

Seven news and special events men from KMA Shenandoah, Iowa, reported flood conditions in a large non-metropolitan area not serviced by local radio stations or newspapers, station reports. Night and day warning system for residents of the stricken area was maintained by the station.

KELO Sioux Falls, S. D., news personnel spent April 4-6 on 24-hour duty during an overflow of the Big Sioux River to give descriptions of the scene and interviews on tape recorders, alert flood-threatened residents and relay instructions from the Red Cross and other agencies. In the following flood of the Missouri River, KELO newsmen described the scene from the air, made three network feeds April 11 and participated in a special NBC flood program April 14 [B•T, April 21].

KCOM Sioux City, Iowa, carried an exclusive broadcast in its region of the talk by President Truman from Offut Air Force Base, Omaha, during the President's aerial tour of the flood area. The station broadcast from the scene a story of the rescue of 37 persons in Woodbury County, Iowa, and halted by radio a perilous rescue mission for a pilot who crash-landed safely.

KCOM was forced to build a dike to save its transmitter and broadcast continuous flood information and messages for 34-hour period.

Sylvania Offer

Sylvania Electric Products offered last week to test and repackage tubes for its midwestern dealers and distributors whose stocks were affected by floods, with new cartons and sleeves for water-soaked tube stocks supplied free.

A 30-hour appeal beginning April 16 by WKRC-AM-FM-TV Cincinnati sent 50 tons of flood relief supplies and more than $3,000 to the adopted city of South Sioux City, Neb., one of the flood's hardest hit communities.

Station personnel flew by chartered plane to the flood scene and returned with pictures, reports, taped interviews and movies for Cincinnati airing.

WPTR Albany, N. Y., reported coverage of the flood as in two previous disasters, including two-way "beep" telephone recorded interviews with News Editor Carl

(Continued on page 93)

UP'S GROWTH

Reported at N. Y. Annual Meeting

UNITED PRESS is now serving more newspapers, more radio stations and more TV stations than at any time since its founding in 1907, Jack Bisco, UP vice president and business manager, stated last week at the annual meeting of UP executives, held in New York in conjunction with the ANPA convention.

An increase of 61 in the number of UP newspaper, radio and TV clients during the past year brings the total to 3,533, Mr. Bisco said, with about 300 additional special clients, 200 ships served by the UP subsidiary, *Ocean News*, and hundreds of foreign stations and papers getting up dispatches indirectly through their local news agencies.

"The new method of news distribution which has had its greatest development in the past year is the production of a daily newsfilm for television," Mr. Bisco stated. "This new live pictorial coverage of the news has just been well launched. By present standards, the cameramen and the newsmen who create this service are doing a remarkable job. Yet we are only at the beginning of this art. In time to come we expect to bring the TV screen and the spontaneous news event closer and closer together."

Earl J. Johnson, vice president and general news manager, noted that "the recent addition of a coast-to-coast news service for television [United Press Movietone News] and the acquisition of a newspicture service for newspapers [Acme newspictures, purchased Jan. 1 from NEA] means that we are now supplying the basic ingredients—news, still pictures and sound-tracked film—for every news medium that exists."

Pointing out that the "brisk volleying of ideas and viewpoints" among the various branches of UP service "enriches them all," Mr. Johnson said that this is now seen daily in major news centers. "At the national conventions this summer our news editors, still picture cameramen, writers for radio, UP Movietone camera crews and even those dispatching teletypesetter tape to newspapers will all operate from one headquarters in Chicago's Ampitheater."

LeRoy Keller, vice president and general sales manager, reported that UP now serves 51 of the 108 U.S. TV stations, up from 37 a year ago, including UP news service, newspictures and UP Movietone News.

Commenting on UP Movietone News, joint venture of UP and 20th Century-Fox Movietone, UP television manager William C. Payette said that this service was begun last October with seven clients, now has 25—23 in this country, one each in Cuba and Mexico. He estimated that UP's daily TV news film footage—averaging between 600 and 800 feet, 16mm, five days a week, enough for three quarter-hour news shows a day—is twice that of any other service.

Leased Wire For TV

In addition, he said, "UP operates a leased wire teletype network expressly for television. This assures stations of the latest possible developments in any story they are presenting. A second advantage is UP's way of delivering film news story by story. Each take of film is sent out as soon as processed. We do not wait to combine stories on a reel. This makes for the greatest possible speed."

Mr. Payette reported that a new film-processing center in Washington has been added to the original one in New York and that a third one will be opened in Chicago in July to develop and print the film taken by the ten UP Movietone News cameramen who are to cover the conventions for the service's TV station clients.

Reporting on the foreign situation, Joseph L. Jones, UP vice president and foreign manager, said that Japan's ten new commercial radio stations now get UP news. UP's Latin American subscribers now total 338 newspapers and radio stations, he said.

To circumvent the censorship imposed in Russia and the Soviet satellite countries, UP "maintains departments in Vienna, Frankfurt and London, manned by translators and editors, who monitor the radiocasts and comb the newspapers of the countries to which we are denied reportorial access," Mr. Johnson said. "Careful study of the press and radio of these countries frequently is a surprisingly useful source of information."

IN REVIEW . . .

THANKS to television, an estimated five million Americans saw at 12:30 p.m. last Tuesday the first public explosion of an atom bomb, dropped by an Air Force plane over the desert land of Yucca Flat, near Las Vegas, Nev.

Without the aid of the special dark glasses worn by newsmen and other spectators gathered at "News Knob," a mere 10 miles from the blast point, the home audience heard the call of "bomb away," listened to the counting of the seconds and saw the flash that, for a few seconds, blackened TV screens with a dark penumbra around the central point of light that was the blast.

Like the TV engineers and construction men who performed a modern miracle in erecting a chain of mountain top relay towers to Los Angeles and AT&T's permanent radio relay system for cross-country transmission, the home viewers sweated out the minutes preceding the blast, when the pictures alternately disintegrated and became whole again.

The "bomb away" signal, clearly heard over the sound circuit, was illustrated on the country's TV screen by what might have been an abstract artist's portrayal of atomic warfare's horrors. Succeeding seconds intensified the anxiety. Then, a scant quarter-minute before the blast, the scene appeared with better clarity which held through the historic moment.

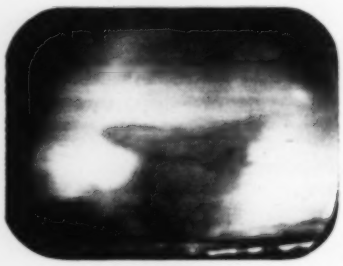
The picture of the atomic explosion itself was picked up by a TV camera atop Mt. Charleston, 9,000-foot peak about 40 miles from the blast site. The brilliant flash of atomic energy momentarily blackened the $1,500 camera tube, but did not destroy it, and a few minutes later the same camera covered for home viewers the atomic mushroom cloud as it rose into the sky.

As soon as the flash was over, cameras at "News Knob" were brought into play for closer inspection of the target area as the radiological trucks went in to check the area's atomic "heat" and the infantrymen and paratroopers prepared to follow up the bomb as soon as the ground was safe.

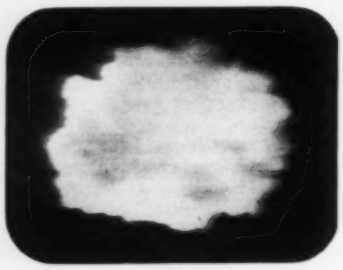
Grant Holcomb, on Mt. Charleston, and Fred Henry, at Yucca Flat, announced the hour-long telecast, from 9 a.m. to 10 a.m. Pacific time (noon to 1 p.m. EST). The pooled program was carried by both the NBC and CBS TV networks, which also fed it to a number of non-affiliates such as WOR-TV New York. NBC also had newsreel films of the event on the air in a special late evening program starting at 11:15 p.m. EST, Tuesday.

The instant of the blast . . .

. . . a mushroom rises . . .



. . . the dust below . . .



. . . and a cloud rises.

* * *

The spectacular success of the telecast was due, in no small measure, to the efforts of all seven Los Angeles TV stations (KECA-TV KNBH (TV) KTLA (TV) KLAC-TV KNXT (TV) KTTV (TV) KHJ-TV) which pooled resources, including manpower and equipment.

In an arrangement worked out by the Television Broadcasters of Southern California, Klaus Landsberg, vice-president and general manager KTLA, set up the technical facilities and completely supervised operations which networks accepted.

A special relay system, parts of which were flown into mountain tops by helicopter, were set up between bomb site at Yucca Flat and the stations' transmitters on Mt. Wilson overlooking Pasadena. The system had the longest relay points ever attempted in TV, two of them being 140 miles apart.

The "shot point" was covered by six TV cameras. Four were approximately 11 miles distant and two 40 miles from blast. Generators on four closest cameras burned out just prior to explosion, thus necessitating use of one of the other two for actual blast.

Immediately following detonation, lenses of the other cameras by then in working order, were uncapped to photograph and telecast clouds from blast and whatever else followed. Actual explosion, however, was covered by only one camera in case tube, burned out. All types of lenses, from 50 millimeter to 40 inches in size, including zoomars, were used.

Engineers Flown Food

Four pairs of engineers, with food flown to them by helicopter, camped atop the various snow-capped mountain relay points for several days prior to the explosion, guarding equipment to keep it in condition for moment's use.

Commentators for test, selected on pool basis, included aside from Mr. Holcomb, KNXT newscaster, and Mr. Henry, KLAC-TV program and special events director, Gil Martyn, KTLA newscaster, who handled audio narration for TV film coverage. Bob Ellison's KTTV newsreel crew, filming detonation for pool telecast, rushed reels to Los Angeles by jet plane for quick developing and release to stations that same evening.

Plans for live radio coverage of the explosion were hampered by the inability of Pacific Telephone & Telegraph Co. to connect its radio network circuits with the special Signal Corps communications hookup from "News Knob." NBC radio picked up the TV sound channel voice description of the dropping and explosion of the bomb, 12:28-12:33 p.m., preceded and followed by commentary from W. W. Chaplin, who was watching the TV picture of the event in a New York studio. Merrill Mueller at 1:30-1:45 p.m. broadcast a report of the bomb explosion utilizing taped excerpts of the earlier broadcast on NBC radio and at 2:15-2:30 p.m. NBC broadcast a special tape repeat of its noontime program.

MBS did a special advance program, midnight to 12:15 a.m., with Maj. George Fielding Eliot describing preparations for the atomic experiment. At 6:15-6:30 p.m., MBS broadcast a description of the actual blast, which was repeated on *Mutual Newsreel*, 7:45-7:55 p.m.

Dallas Townsend, CBS Radio special events man, taped his eye-witness description of the blast, which was broadcast from Las Vegas on the network, 4:15-4:30 p.m. Lowell Thomas, also an on-the-scene observer, did his 6:45-7 p.m. CBS Radio broadcast from Las Vegas. ABC radio broadcast a taped description of the bomb blast at 4:45 p.m.

Another TV atomic first was scheduled for yesterday (Sunday) at 1:30 p.m. when *American Inventory*, American Medical Assn. series on NBC-TV, was to originate at Brookhaven National Lab. atomic energy plant at Upton, Long Island. Telecast, done "live" from the medical division of the laboratory, was designed to show the use of radioactive isotopes in medicine.

Program: First public atomic bomb explosion: on NBC-TV and CBS-TV, and non-network TV affiliates, taped broadcasts by radio networks TV newsreel coverage; Tuesday, 9-10 a.m. (PST); from Yucca Flat, Las Vegas, Nev.
Technical Supervisor: Klaus Landsberg, KTLA (TV) Los Angeles; arrangements by Television Broadcasters of Southern California.
Facilities: Pooled by seven Los Angeles TV stations.
Commentary: By Grant Holcomb, KNXT (TV); Fred Henry, KLAC-TV; Gil Martyn, KTLA (TV) Los Angeles.

LOYALTY PLAQUES

VFW Honors Radio-TV Shows

SIX loyalty award plaques for "commendable public service" were announced for radio and television programs last week, with the awards to be made for the first time this year by the Veterans of Foreign Wars in conjunction with their Loyalty Day Celebrations May 1.

Tales of Tomorrow on ABC-TV, produced by Foley & Gordon and sponsored by Jacques Kreisler Mfg. Corp. through Hirshon-Garfield and by C. H. Masland, through Anderson & Cairns. Award for helping to broaden knowledge and understanding of modern science.

Forward America, World Broadcasting System series produced by Herbert Gordon and currently playing in 4% markets. Honored for instilling a deeper pride in the American heritage.

Sunrise Serenade, WOR New York, produced by Bill Taylor, sponsored by Junex and Radio Bargain Guild through Harold Kay, by Littleton Stamp Co. through Schwab & Beatty; and—once weekly by ideal film, through Ted Nelson Assoc. Cited for building understanding of American way of life through music, news and prayers.

Life Can Be Beautiful, NBC radio, produced by Art Richards, sponsored by Procter & Gamble through Benton & Bowles. Honored for showing true picture of American Life, based on fair play, mutual respect and understanding.

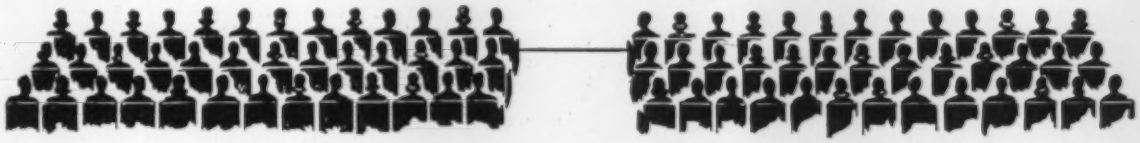
Perry Mason, CBS Radio, produced by Carl Eastman, sponsored by Procter & Gamble through Benton & Bowles. Awarded for depicting problems menacing the nation and showing how citizens can combat them.

Magic Cottage, WABD (TV) New York, key station of DuMont network, producer of the program which is sponsored Mondays by Good Humor through Grey Adv. Honored for instilling in children an appreciation of the basic American principles of truth, unselfishness and mutual respect.

Stuart K. MacNiven

STUART K. MacNIVEN, 57, administrative assistant to President James H. S. Ellis, Kudner Agency, New York, died last Wednesday in New York after a long illness. He had been with Kudner for 17 years, beginning at the time the late Arthur Kudner founded the agency. Surviving are his wife, Mrs. Ruth Fitch MacNiven and two sons, Thomas and Richard.

1951 Iowa Radio Audience Survey reveals important trends in PROGRAM PREFERENCES!



In comparing Iowa's "best-liked" types of radio programs in 1951 with those of 1947, 1948, 1949 and 1950, the 1951 Iowa Radio Audience Survey* highlights several important trends which might well influence your radio plans.

Here, in capsule form, is the five-year comparison for 16 program types:

MEN	1947 Survey	1951 Survey	WOMEN	1947 Survey	1951 Survey
News broadcasts	80.4%	87.1%	News broadcasts	72.1%	79.9%
Featured comedians	71.5	62.0	Featured comedians	66.3	57.6
Popular music	39.9	48.5	Popular music	44.7	51.4
Sports broadcasts	38.7	47.4	Audience participation	47.4	49.4
Audience participation	41.7	41.0	Complete drama	43.1	38.4
Market reports	25.2	30.6	Religious music or devotionals	28.5	28.2
Oldtime music	23.2	29.7	Sports broadcasts	16.6	27.4
Complete drama	32.7	28.2	Serial drama	30.5	26.7
Variety programs	29.5	20.6	Oldtime music	19.5	21.9
Religious music or devotionals	17.4	18.4	Variety programs	32.3	21.3
Talks, comment	20.5	16.4	Homemaking programs	18.2	18.8
Band music (brass)	14.5	15.3	Market reports	12.8	16.1
Talks on farming	17.0	14.3	Talks, comment	15.0	15.0
Serial drama	15.2	12.3	Classical music	20.7	14.6
Classical music	16.1	9.5	Band music (brass)	13.2	13.4
Homemaking programs	4.3	5.4	Talks on farming	8.8	8.3

Note the growing popularity among both men and women of news and sports broadcasts, popular music, market reports and oldtime music. And notice the substantial decline in popularity of featured comedians, complete and serial drama shows, classical music and variety programs. In almost every case the trend is consistent, year after year, indicating a definite pattern rather than a temporary shift in preference.

You'll find the 1951 Iowa Radio Audience Survey one of your most valuable reference books. It's packed with authentic, up-to-date information. It is one of America's most dependable radio studies. *Write us for your copy, today! — or ask Free & Peters!*

The 1951 Survey proves again that WHO continues to be your best radio approach to the Iowa market. With its 50,000-watt, Clear Channel voice, its top-grade programming and its enlightened Public Service attitude, WHO is Iowa's greatest radio outlet — listened to by more Iowans night and day than any other station in the State.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

CONVENTIONS

ABC, MBS Set Coverage

EXCLUSIVE services of news and editorial personnel of *Newsweek* magazine in covering political conventions this summer have been contracted for by ABC network, Thomas Velotta, network vice president supervising the political reports, announced Thursday.

Newsweek editors will present their own reports, making individual as well as panel appearances on both ABC radio and television networks during the Republican and Democratic conclaves, to be sponsored on the network by the Admiral Corp. Participating in what Mr. Velotta described as "the most comprehensive, colorful and authoritative coverage of the conventions possible" will be the following:

Ernest K. Lindley, chief of *Newsweek's* Washington Bureau and the news magazine's political authority; Kenneth Crawford, editor of national affairs; Chet Shaw, executive editor; Raymond Moley, contributing editor who specializes in political analyses, and Sam Shaffer and Vera Clay of the *Newsweek* Washington Bureau.

Entire news staff for ABC-AM-TV convention coverage, to include almost all of the network's top men and women reporters, commentators and analysts, will be headed by Paul W. White as managing editor.

Mutual also announced last week that all its commentators will be in Chicago as part of the extensive, special broadcasts emanating from the convention scene.

Plans and procedures are under the direction of William H. Fineshriber Jr., MBS executive vice president, with Milton Burgh and Arthur Feldman, network directors of news and special events, respectively, working out program details.

MBS reporters on the convention floor will use shortwave transmitters as they did in 1944 and 1948. A mobile unit with additional equipment will be used for programs just outside the convention amphitheatre. Installations are being supervised by Carl Meyers, MBS chief engineer in the midwest.

NPA Names Jordan

APPOINTMENT of Paul H. Jordan as deputy assistant administrator for public information at the National Production Authority was announced by Assistant Administrator Edward K. Moss. Mr. Jordan, former regional director of the Office of War Information, joined NPA in January 1951 as director of its field information division. He has been serving as acting deputy administrator for four months and is responsible for making information available on defense production for NPA and the Dept. of Commerce.

IN APPRECIATION for WFIL Philadelphia's "three decades of broadcast service," the city's Chamber of Commerce presented an achievement award to the station. Attending ceremonies were (l to r): Fred Webber, WFIL promotion department; Kenneth W. Stowman, TV sales manager; Louis E. Littlejohn, chief engineer; Roger W. Clipp, general manager of WFIL-AM-FM-TV; Brig. Gen. Hugh B. Hester, C. of C. executive director; Col. J. Harry LaBrum, C. of C. president; Harold Simonds, local sale manager for WFIL; Jack Steck, manager of programs and production, WFIL-TV, and Jack Schantz, radio engineering supervisor. Combined experience of WFIL staffers totals 217 years.

AM SPEED-UP

Nearly 100 Applications Fall in Line I List

SPEEDUP plan for AM processing line, proposed by the FCC two weeks ago [B•T, April 21], should not raise false hopes in the breasts of AM applicants eligible for Line I listing, according to FCC sources conversant with the plan.

Although the Commission's plan is based on preferential treatment for those AM applicants proposing to bring AM service to a community which does not now have a station, or to cover areas not now receiving primary service, nearly half of the current 200 applications on the AM processing line would fall into that category, it was learned.

Thus, if an applicant is No. 100 on the present processing line, he would become No. 50 on the new Line I list, it was pointed out.

Commission's plan, which was given impetus by a number of petitions for some such priority treatment filed during the past six months [B•T, Jan. 21; Nov. 12, 1951], proposes to set up two processing lines for AM applications.

Components in Lines

Line I would include applications proposing first service to cities or towns, or first service for "white" areas (i.e., unserved areas). Unserved area was specified in the Commission plan as one in which 25% of the territory is not now getting primary AM service, day or night.

Line II would include all other applications—mainly those for stations in communities already having such facilities, or improvements of existing facilities which would not bring service to unserved areas. There would be no activity on Line II applications until Line I was completed, or current, the plan proposed.

Commission asked for comments on plan by May 12.

Most AM applications are considered simple cases, according to FCC sources. Therefore, Line I applications should move along fairly speedily, it was thought.

In an endeavor to cope with the avalanche of AM applications filed with the FCC following the end of World War II, the Commission established a temporary expediting procedure in 1947. The Commission refused to accept any application filed after Feb. 7, and did not reopen its processing lines to new applications until after May 1 of that year. During that three-month period, the FCC staff was solely engrossed in processing those applications on file prior to Feb. 7.

When the Commission's May 1 deadline was reached, it found itself current on AM application processing.

At one time, several years ago, the Commission's AM processing line was divided into two: applications with simple engineering problems and those with more complicated engineering factors.

However, for the past year or more there has been only one processing line.

One of the problems with the present processing of AM applications is the number of times some applications have to be reprocessed. Some applications are filed, designated for hearing, amended out of hearing, reprocessed, found to ininvolve interference with other stations and reset for hearing, it was explained. "It's a regular merry-go-round," sighed one FCC attorney who works on AM applications.

Back in 1950, AM applications were being processed in 45 to 60 days, it was pointed out. Today it takes about a year.

The average age of the most recent applications studied in November 1951 was eight months, in December nine months, in January nine months, in February 10 months, in March 10½ months.

U.S. AGENCIES

Defense Role Ordered

PRESIDENTIAL executive order has set in motion wheels of civil defense activities of federal agencies—including the FCC.

Order issued April 18 requests each federal agency to prepare plans for (1) providing its personnel and services in the civil defense program, and (2) maintaining the "continuity" of its functions "at the seat of the government and elsewhere" if needed.

Meaning to the FCC is this, according to best information: (1) FCC is now officially a coordinating agency respecting the use of the radio spectrum, (2) use of its monitoring services by the military services and other government agencies is now legalized.

Plans for the continuance of FCC functions in Washington have been drawn up, as have specifications in case of forced government decentralization. Whereabouts of FCC's location in case it has to move out of Washington is classified information.

Among other activities, the Commission started this week with first aid instruction for some of its personnel. They are to be trained as instructors and will teach other groups subsequently.

Acting as civil defense coordinator is Harland R. Morris, assistant chief, Accounting System Division, Office of the Chief Accountant.

SWG WAGE BOOST

WSB Approves New Contract

INCREASES in minimum rates recently negotiated between Screen Writers Guild and major film producers were approved last Monday by the Wage Stabilization Board. Under terms approved, minimum compensation for writers will be retroactive to Feb. 26, 1951, effective date of SWG's eight-year agreement with the producers.

Weekly minimum salary has been established at $250, with flat deals set at $2,000 for pictures budgeted under $100,000 and $3,000 for those with budget over that sum.

WQXR BUSINESS

Sales 8% Higher in March

INCREASE in radio time sales in an upward spring trend was tabulated for WQXR New York last week by Norman S. McGee, vice president in charge of sales. He explained sales were 8% higher during March of this year than for the corresponding 1951 period.

The trend has continued through the first half of April, Mr. McGee said, with long-term advertisers returning to the air, new clients signing, and current advertisers extending spot campaigns to full program sponsorship. These accounts are in addition to the new clients added to WQXR participation programs designed as weekday broadcasts for theatres, restaurants and clubs.

Election Extra for Station Managers

GALLUP POLL PROGRAM ON RADIO!

■ A syndicated radio series featuring Dr. George Gallup, Director of the famous Gallup Poll, interpreting day-by-day opinion trends on the election and conventions is available on a market-to-market basis.

■ Five minutes a day, six days a week, starting May 5th for 26 weeks. Recordings on tape or acetate.

■ Will be carried by WCBS New York; WCAU Philadelphia; WTOP Washington, etc.

■ Wire today for prices and availability in your market.

GEORGE F. FOLEY, JR.
Foley and Gordon, Inc.
9 East 45th Street,
NEW YORK 17, N. Y. ■ MU 7-5354-7

JUDITH WALLER, NBC Chicago director of education and public service (third from l), receives a watch on her 30th anniversary in radio which coincided with 30th birthday for WMAQ Chicago. Miss Waller was station's first manager. Six NBC employes pictured whose tenure with the network is 146 years of service are: (l to r) T. E. Schreyer, engineering operations supervisor, 26 years; Mary Kelly, talent sales secretary, 21 years; Miss Waller; Lillian Mack, radio spot sales secretary, 22 years; M. W. Rife, field engineering supervisor, 23 years, and Joseph Gallicchio, music conductor, 24 years.

BMI CLINICS

Spring Series Begins; Speakers Listed

BMI spring series of field program clinics—43 meetings in 38 U. S. and five Canadian cities—got started last Thursday in Calgary and will conclude May 16 in Toronto, giving Canada the distinction of both opening and closing the 1952 series.

Covering every aspect of station programming, each clinic will feature talks by members of 11 traveling teams of speakers chosen from a pool of 37 broadcasting executives. Local broadcasters also will address the clinics and BMI officials will accompany the traveling units, which will be joined by BMI field representatives in their respective territories.

A total attendance of some 5,000 radio men and women is expected for the 1952 clinic series. More than 3,000 attended the 1951 series of 37 meetings.

BMI officials accompanying the teams include: Carl Haverlin, Sydney M. Kaye, Robert J. Burton, Charles E. Wall, Roy Harlow, Glenn Dolberg. BMI field representatives who will attend meetings in their areas include: Al Marlin, James Cox, Ken Sparnon, Lin Pattee, Burt Squire, Dorsey Owings, Ralph Wentworth, Bob Fuller.

Clinic schedule follows:

Phoenix, Ariz., and Owensboro, Ky., April 28; Hollywood, Nashville, Tenn., and Charleston, W. Va., April 29; Battle Creek, Mich., and Sioux Falls, S. D. April 30; Omaha, Salt Lake City and Richmond, Va., May 1; Little Rock Ark., Denver, Boise, Ida., Raleigh, N. C., and Columbus Ohio, May 2; Jackson, Miss., May 3; Wichita, Kan., Alexandria, La., Baltimore, Milwaukee and Vancouver, May 5; St. Louis, Atlantic City, Columbia, S. C., and Seattle, May 6.

Des Moines, Minneapolis, Oklahoma City and Portland, Ore., May 7; Gainesville, Fla., and Syracuse, May 8; San Antonio, San Francisco, Chicago, Boston and Regina, Sask., May 9; Athens, Ga., May 10; Montgomery, Ala., and Augusta, Me., May 12; St. John, N. B., May 14, and Toronto, Ont., May 16.

COLUMBIA INSTITUTE, Philadelphia, announces inclusion of Theatre Arts Institute into its School of Radio Broadcasting. Charles Cooper will head new unit, assisted by Doris Jacobson, dean of Columbia Radio School.

GUILD THREAT

WMCA Sponsors Notified

NEWSPAPER GUILD, on behalf of its unit at WMCA New York, last week sent letters to station advertisers asserting that imminence of a strike, over a contract sought since last July, might warrant discontinuance of advertising there.

Explaining "the pressing situation," the guild said that the WMCA unit had strike authorization, plus "all-out support of officers and 7,000 guild members in New York to obtain a satisfactory contract." The WMCA unit, composed of off-mike employes, initially sought a 10% wage increase across-the-board and subsequently lowered their demand to 5%.

The labor organization urged WMCA advertisers to make themselves acquainted with the situation, to urge the station to deal fairly with its employes, and, in case of a strike, cancel advertising.

"WMCA, since the inception of negotiations, has consistently held to the point that we're prepared to meet salary inequities as compared to pay scales at competing stations," M. M. Fleischl, vice president and general manager, said Wednesday.

Declaring that WMCA is ahead of competitors in wage scales, Mr. Fleischl said his station's policy had long been not to give an across-the-board increase, since it took no consideration of various job functions.

Mr. Fleischl said that the Newspaper Guild has repeatedly asserted that WQXR pays more. But, he noted, WQXR is owned by *The New York Times*, which can be affected by the Newspaper Guild on other bases.

FCDA

Annual Report Lauds Aid Of Radio, Television

EXPERIMENTS in closed circuit theatre TV by federal civil defense planners have proven "eminently practical, psychologically powerful and limited in utility only by the number of properly equipped theatres," President Truman and Congress were told last week.

In its annual report to the Chief Executive and Capitol Hill, released Thursday, the Federal Civil Defense Administration praised theatre TV as well as regular television and radio for their roles in educating the public on civil defense.

Plans now are underway to conduct a third closed circuit video demonstration on the Eastern Seaboard and eventually to extend this medium to 15 key cities. Two tests already have been held, covering selected theatre audiences in New York, Philadelphia, Washington, Baltimore and Boston. A survey of reactions will soon be released.

"The purpose of the project was to ascertain whether this new medium could be effective in the training or orientation of civil defense volunteers," FCDA explained. Since the first of the year, agency officials have acknowledged efficacy of the tests.

Harold Azine, TV chief, FCDA Audio-Visual Division, estimates the agency can train some 35,000 people in a one-hour program involving two-way communication for $7,000—or roughly 20¢ per seat. Cost of producing the program (buying creative and director services) runs between $1,200 and $1,500. Some 75 theatres in 35 communities are now equipped with closed circuit facilities.

Radio, TV Praised

Regular radio and television also came in for a kind word in FCDA's annual report, as did newspapers and magazines.

NBC was lauded for contributing $100,000 in air time to the seven-program series *Survival* last summer, with government cost of only $1,607 covering production. Kinescopes of the series were also shown to NBC affiliates in 40 cities. Last December, 19 units of the series were distributed for routing to 64 TV cities, reaching 40 by December 1951.

"This distribution was a pioneer undertaking, having for its goal maximum coverage of critical cities serviced by television," the report said.

FCDA also cited preparation of short films and slides and appearances of leading agency officials on NBC-TV's *Meet the Press* and *Battle Report—Washington;* DuMont's *Pentagon—Washington*, and CBS- TV's *Facts We Face.*

A voluntary recruiting kit containing radio-TV scripts was prepared for FCDA by the Advertising Council and distributed early this year.

"Radio provided an important channel for dissemination of civil defense information to the American people," the report acknowledged. This cooperation took the form of radio script kits, totaling 32 pages each of spot announcements, dramatic vignettes and background data, plus three transcriptions. These were sent to 2,90 radio stations.

The report also noted other cooperation by the Advertising Council, with FCDA working through its network and regional radio spot allocation plan. FCDA also arranged for announcements on four major networks, with this breakdown: NBC, 28 programs; MBS 22; CBS, 27, and ABC, 23. CBS also aired a five-program series on civil defense publications.

Additionally, officials appeared on 28 programs of those networks plus LBS and regional hookups. Commentators and newsmen also were commended for using material in their broadcasts.

Added the report: ". . . civil defense has continued to get unparalleled cooperation from all mass information media—newspapers and magazines, radio, television, advertising and motion pictures. As a result, the American people are today far better informed about civil defense and self-protection than they were a year ago . . ."

It was estimated that 87% of the people in major cities have basic knowledge of self-protection.

RCA FELLOWSHIPS

Eight Receive Grants

EIGHT pre-doctoral graduate students of outstanding ability in studies related to radio, television and electronics have received fellowship grants ranging from $1,600 to $2,700 from RCA, Dr. C. B. Jolliffe, vice president and technical director, announced Wednesday.

Fellows are Theodore M. Sanders Jr., New York, a Columbia student; Arthur E. Wennstrom, Los Angeles, Princeton; Edward W. Schwarz, Springfield, Ill., graduate at the U. of Illinois; Charles C. Peterson, Summit, N. J.; Cornell, and Hardy C. Martel, Pasadena, Cit. Engineering employes selected for fellowships are Leslie L. Burns Jr., Princeton, graduate studies; Bernard A. Coler, Rahway, N. J., for Harvard, winning for the second consecutive year, and Kenneth R. Deremer, Princeton Junction, N. J., for further studies at Princeton.

WCUE Asks Fulltime

WCUE Akron last week filed an application with the FCC requesting permission to change from daytime to fulltime operation on its present frequency of 1150 kc. It asked for 1 kw day, 500 w night. Edwin T. Elliot, station president, said the decision to go fulltime is "based on a firm belief in the vitality of AM broadcasting and a healthy confidence in its future."

Summer time an' the listning is easy - - -

*Fish are jumpin', an' the cotton is high!"**

All up and down the Gulf Coast of Texas and Louisiana millions (the '50 census says four millions) of folks take to the out-of-doors for their work or play. On the highways and byways millions of cars and trucks travel all hours of the day for business or pleasure—big boats and little boats ply the bays and the bayous —parties gather on the beaches and in the ranch cabins—AND *EVERYWHERE* YOU GO THERE'S *RADIO.*

Yes, the list'ning is easy and they all have money to spend. Let KTRH Radio sell your products or services in this big market. Just call a John Blair man unless you live in Houston, in which case we'd be delighted to visit with you in person.

*with apologies and thanks to Gershwin's "Porgy and Bess"

Represented Nationally by John Blair & Co.

KTRH

740 KC the only **CBS**

50,000 WATT RADIO STATION

in the South's largest city

HOUSTON, TEXAS

the 14th market in the nation

O'Neil MBS President

(Continued from page 23)

pertly during his time with us remains intact."

Mr. Fineshriber, Sales Vice President Adolf N. Hult; Station Relations and Engineering Vice President E. M. Johnson; Advertising, Public Relations and Research Vice President Robert A. Schmid; Secretary and Treasurer James E. Wallen; Controller George R. Ruppel, Assistant Secretary Elisha Goldfarb "and their capable staff," he said will "all remain."

Mr. White, in his closed circuit talk to affiliates, said his decision to resign "was a most difficult and trying one." There were "considerations on both sides," he continued, "which have blocked Tom and me in our many friendly talks."

He did not specify, other than to say that "my decision was based in no part upon any lack of confidence in the future of Mutual or dissatisfaction with the people for whom and with whom I have worked."

There were continuing reports, despite lack of explicit confirmation, that Mr. White had been offered a subordinate post in the organization under Mr. O'Neil.

Mr. O'Neil told the affiliates that "I would have liked nothing better than to tell you Frank White was staying with us," but that "a man's choice of his work to me is just about as personal as his choice of a wife, and while I regret Frank's decision I can't quarrel with it." He said that "in his leaving I feel the loss of a top operating officer" who fortunately . . . remains a friend of all of us, and I wish to take this opportunity of expressing complete confidence in, and best wishes for, his continued success."

Mr. O'Neil continued:

"It is a tribute to Frank White's effective ability as an organizer that the competence of the staff is so great that changes at the top will not dull their effectiveness. As hard as this event was to accept, I assure you that Mutual will continue its advance—we hope without substantial loss of the momentum that Frank has given it.

"This unexpected change doubles me into the position of chairman and president. I hope that I may have your continued support, cooperation and indulgence."

In his final report to the board, Mr. White noted that Mutual's gross billings for the first three months of this year were at the highest point in three years, showing an 11.1% increase over those for the first quarter last year. He also cited latest Nielsen measurements as showing that Mutual's share of audience is up this year over last, reversing the general industry trend.

He said his "tenure at Mutual has been an immensely happy and gratifying one, and it is particularly pleasing to me to know from Tom that the basic policies under which we have worked will be continued." He also told the affiliates:

"The full measure of the satisfaction that I have experienced in my work for the last three years can only be realized if Mutual continued its solid progress in the future. I know intimately the members of the board, Tom O'Neil and the whole Mutual staff. I know that they have the high competence and the desire necessary to continue progress. I hope that they may have from all of you complete cooperation and support. If I am entitled to any favors or good wishes from you, that is the way I would like them expressed."

Mr. White praised the cooperation of MBS affiliates, and, asserting that "the basic operating plan which has been developed at Mutual is receiving widespread recognition throughout the industry," declared that "I am confident that Mutual's role in the network picture will be an increasingly important one."

Mutual officers re-elected were Messrs. O'Neil, Fineshriber, Hult, Johnson, Schmid, Wallen, Ruppel, and Goldfarb and Emanuel Dannett, assistant secretary.

Board members re-elected, all of whom attended the meeting, were Mr. O'Neil, chairman; Elbert M. Antrim, WGN Chicago, vice chairman; Willet H. Brown, Don Lee; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; J. R. Poppele, WOR; Frank P. Schreiber, WGN; Theodore C. Streibert, WOR; Linus Travers, Yankee Network, and Mr. Wallen, Mutual.

Principals in Mutual Top Executive Changes

Thomas Francis O'Neil

ALTHOUGH a comparative newcomer to the broadcasting industry, Thomas Francis O'Neil brings to the MBS presidency a sound business background. Without previous radio experience, Mr. O'Neil joined the Yankee Network in December 1947 as vice president and director. His ascent has been rapid.

Youngish Mr. O'Neil (who was 37 on April 18), was born in Kansas City, Mo. After 1937 graduation from Holy Cross, he joined the General Tire & Rubber Co., which had been founded by his father.

Wanting to be more than simply the boss' son, Mr. O'Neil began his business career near the bottom rung of the ladder. After working for General Tire & Rubber in sales, he was sent to Washington to handle government contracts. Thereafter followed four years in the U. S. Coast Guard.

Mr. O'Neil also is president of Thomas S. Lee Enterprises Inc., which is owned 90% by General Tire and 10% by Macy's. Lee Enterprises is composed of the Don Lee Network, the Yankee Network and WOR-AM-FM-TV New York. In addition, Lee Enterprises owns 58% of MBS.

Back from the war, he rejoined General Tire & Rubber in Boston. It was while there that he entered the radio industry in 1947. In February 1948, he became a member of the MBS board of directors, subsequently becoming chairman. In addition, he is a vice president of General Tire & Rubber.

* * *

Frank Kiggins White

FRANK KIGGINS WHITE succeeded Edgar Kobak in the MBS presidency May 1, 1949, almost exactly three years ago. Today, at 52, he can look back on his 15 years in radio with a sense of pride.

Born in Washington, D. C., Mr. White attended George Washington U. there until he enlisted as an aviation cadet in World War I. After the war, he began a business career which took him steadily toward the top.

From 1929 to 1935, Mr. White was treasurer of the Literary Guild of America. He joined CBS in 1937 as treasurer, was made a vice president and treasurer in 1942, and became a director in 1944.

In addition to his reputation as an excellent administrator, Mr. White has won acclaim as a mediator. For seven years at CBS, he handled important labor negotiations. He has also served on the NAB (NARTB) Employer-Employe Relations Committee.

In January 1948, he became president of Columbia Records Inc. Probably his most celebrated accomplishment in this post was as spokesman for the industry in the settlement of the AFM record strike that year. Mr. White remained with Columbia records until he joined Mutual.

* * *

William H. Fineshriber Jr.

WILLIAM H. FINESHRIBER Jr., 42, who last December was elected MBS executive vice president, will make his presence felt as a member of Mutual's board of directors. He has spent 20 years in various fields of the broadcasting industry.

Mr. Fineshriber

A native of Davenport, Iowa, Mr. Fineshriber was graduated *summa cum laude* from Princeton U. in 1931. After a trip to Europe, he turned down an offer of French instructor's post at his alma mater in favor of accepting a publicity post with CBS. He left CBS in 1949 to join MBS. He is well-known in the industry for his work with the Program Executive Committee of NARTB (then NAB).

upcoming

April 28: BMI Program Clinic, Owensboro Hotel, Owensboro, Ky.

April 28: BAB Sales Clinic, New York.

April 28: BMI Program Clinic, Jokake Inn, Phoenix, Ariz.

April 29: BMI Program Clinic, Andrew Jackson Hotel, Nashville, Tenn.

April 29: BMI Program Clinic, Daniel Boone Hotel, Charleston, W. Va.

April 29: BMI Program Clinic, Hollywood-Roosevelt Hotel, Hollywood, Calif.

April 29-30: New York Chapter, American Marketing Assn.-Sales Executive Club of New York, merchandising clinic, Hotel Roosevelt, New York.

April 30: BMI Program Clinic, Cataract Hotel, Sioux Falls, S. D.

April 30: BMI Program Clinic, Post Tavern, Battle Creek, Mich.

April 30-May 2: Assn. of Canadian Advertisers, 37th annual meeting, Royal York Hotel, Toronto.

April 30-May 2: AIEE Northeastern District meeting, Arlington Hotel, Binghamton, N. Y.

May 1: BMI Program Clinic, Paxton Hotel, Omaha.

May 1: BMI Program Clinic, Newhouse Hotel, Salt Lake City.

May 1: BMI Program Clinic, John Marshall Hotel, Richmond, Va.

May 1-2: CBS-TV special clinic on station operations, Waldorf-Astoria, New York.

May 1-2: NBC radio promotion-press-merchandising workshop, Waldorf-Astoria, New York.

May 1-2: Ohio Assn. of Radio and Television Broadcasters, management clinic, Deshler-Wallick Hotel, Columbus, Ohio.

May 2: BMI Program Clinic, Marion Hotel, Little Rock, Ark.

May 2: BMI Program Clinic, Cosmopolitan Hotel, Denver.

May 2: BMI Program Clinic, Boise Hotel, Boise, Idaho.

May 2-3: American Council on Education, 35th annual meeting, Chicago.

May 2: BMI Program Clinic, Sir Walter Hotel, Raleigh, N. C.

May 2: BMI Program Clinic, Deshler-Wallick Hotel, Columbus, Ohio.

May 3: BMI Program Clinic, Heidelberg Hotel, Jackson, Miss.

May 5: BMI Program Clinic, Hotel Vancouver, Vancouver, B. C.

May 5: BMI Program Clinic, Bentley Hotel, Alexandria, La.

May 5: BMI Program Clinic, Plankinton Hotel, Milwaukee.

May 5: BMI Program Clinic, Broadview Hotel, Wichita, Kan.

May 5: BMI Program Clinic, Sheraton-Belvedere, Baltimore.

May 5-6: Missouri Broadcasters Assn. spring meeting, including May 5, BAB sales clinic, May 6, BMI program clinic, Hotel Jefferson, St. Louis.

May 5-6: NBC radio promotion-press-merchandising workshop, Chicago.

May 5-6: Wisconsin Broadcasters Assn. meeting, Plankinton Hotel, Milwaukee.

SEC Sets Panel

TED COTT, NBC vice president; Douglas Leigh, president, Douglas Leigh Inc.; Frank Mansfield, sales research director, Sylvania Electric Products, and Arthur H. (Red) Motley, president, Parade Publications, make up a four-expert panel which will discuss "Fact-Finding and Merchandising That Make More Sales" at tomorrow's (Tuesday) luncheon of the Sales Executives Club of New York at that city's Roosevelt Hotel.

"FREEZE" OR "THAW"

YOU CAN ALWAYS CROSS NETWORK LINES

WITH SPOT PROGRAM TELEVISION

Right now, there are 23 markets with two or more television stations. In each of these markets, the Spot Program advertiser can and does cross network lines—to clear more stations . . . to get a preferred time period . . . to make a better buy. For in television, just as in radio, no one network has a monopoly on the best stations, in all markets, at all times.

And when newly-authorized station construction takes place, the prime beneficiary will be the Spot Program advertiser.

The thaw will create *more* multiple-station markets where the Spot Program advertiser can pick the "best" station, regardless of network status or affiliation.

And there will still be markets where 2, 3 or 4 networks share the same station—where network advertisers will have many of the same problems on time clearances and kinescope picture quality which now exist.

Spot Program advertisers will still be free to select as many or as few markets as they wish—unhampered by any network-imposed minimum station requirements.

Yes, any way you look at it, any time you look at it . . .

YOU CAN DO BETTER WITH SPOT . . . MUCH BETTER

THE KATZ AGENCY, INC.

NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE · NEW YORK 22, NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO · ATLANTA · DALLAS · KANSAS CITY

To a time buyer with no time on his hands

Your crowded day consists of crowded hours . . . and if the day isn't long enough you crowd some night hours. All day long you run into characters talking off the top of their heads, throwing it on the table for what it's worth, willing to pool their brains, thinking out loud, but who won't buy it. When you get the bugs ironed out after suitable woodshedding, the ball is back in court, money-wise, and you're tuned in on the right antenna. But before plans are finalized, the thing comes unwrapped and, copy-wise, has to be updated. It figures.

No matter how many gimmicks there are in the hopper, you don't need a survey to prove that a day has only so many hours. That troubles us too . . . we also have little time on our hands. We're sold out Mon. thru Sat., 5:30 AM to midnight, except for a couple of good half-hours on Friday & Saturday evenings. Sundays are sold, or not for sale, 6:45 AM to 11:30 PM, except for a popular hour in the morning. (Details on request.)

We used to dream of the day when the schedule would be filled like this and we could go fishing. But the dream was better than reality. It's not easy to fight off two good customers who want the same thing. And we're not cocky about having little time to sell. Seasons come and go. Changes occur and it's just a matter of time until we can handle any good account.

Please spot-check us anytime. Or tune in on our antenna via our national reps, The Katz Agency.

WMT CEDAR RAPIDS

5000 WATTS, 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK

WBT BIRTHDAY

Marks 30th Anniversary With All-Day Fete

ALL-DAY celebration was staged Friday by WBT Charlotte, N. C., marking its 30th anniversary on the air as "the first commercial radio station licensed in the South."

Directing the fete were Joseph M. Bryan, president; Charles H. Crutchfield, executice vice president and general manager, and Larry Walker, assistant general manager.

Every live program Friday included a guest speaker from a city in the WBT service area. Mayor Victor Shaw, of Charlotte, was first to honor WBT. He appeared on the Grady Cole show early in the morning. In addition, salutes were heard on CBS network programs.

Climaxing the celebration was a 7:45 p.m. program, first AM-TV studio simulcast in which members of the WBT family participated. The program featured Grady Cole, Jack Knell, Fred Kirby and Arthur Smith, along with management spokesmen. WBT is owned by Jefferson Standard Broadcasting Co. which bought it from CBS in 1945.

Speakers recalled that shortly after WBT was licensed in 1922, it would send a boy up and down the streets advising the public that the transmitter had been turned on and advising them to tune in the station.

A 28-page souvenir booklet was published by WBT in honor of the anniversary. It carries a history of the station, picture of all 125 staff employes and historical photos. The booklet was offered listeners on the air and 2,500 copies were mailed to agencies, clients, local public opinion leaders and members of civic organizations. It is titled "Colossus of the Carolinas," theme of WBT promotion.

Ed Mellon Co., leading Charlotte clothier, used WBT anniversary window displays. Full-page advertisements were carried in local newspapers along with tie-in ads.

WBT received its license as a 100 w outlet in 1922. Power was increased to 1 kw in 1927, 25 kw in 1929 and 50 kw in 1933. It operates on 1110 kc.

WISCONSIN ASSN.

Fellows to Address

HAROLD FELLOWS, NARTB president, will be feature speaker at the meeting of the Wisconsin Broadcasters Assn. in Milwaukee next Monday and Tuesday. He will appear at the luncheon Tuesday, the day on which business sessions will take place, to discuss the structure of state broadcasting associations. Luncheon guest will be Gov. Walter Kohler.

Presidents of other state associations have been invited to the meeting by WBA President Ben Laird, WDUZ Green Bay. The Monday session will be a clinic sponsored by BMI. Speakers and their subjects include: Gus Hagenah, Standard Radio Transcription Services, "Music Hath Charms"; Milt Slater, WNEW New York, "It Takes Three to Make a Sale"; George Frechette, WFHR Wisconsin Rapids, "Local News Builds Local Interest in Sales."

Charles Severson, WHAM Rochester, "Hither and Dither and Wither"; Harold Safford, WLS Chicago, "Building Farm Audiences"; Norm Heyne, Ruthrauff & Ryan, "What the Agency Expects From Radio"; Jim Hanlon, WGN Chicago, "Good Public Service Broadcasts Should Be Sponsored"; Emerson Smith, KDYL Salt Lake City, "I Lead Two Lives —AM and TV."

Dan Jayne, WELL Battle Creek, chairman of the state association president's group, will be a special guest. Clinic chairman is Burt Squire of BMI Chicago.

RIVERS' SUIT

Ga. High Court Dismisses

SUIT for damages against five Savannah, Ga., radio stations by E. D. Rivers Jr., has been dismissed by the Georgia Supreme Court, it was learned last week.

The Georgia high court reversed itself when it held that the Savannah stations' plea that Mr. Rivers had no cause of action was correct.

The case began in 1950 after Mr. Rivers received a grant from the FCC for what is now WJIV Savannah (on 900 kc, with 1 kw, daytime only). Group of Savannah radio stations, calling themselves the Savannah Radio Council, petitioned FCC for reconsideration of the grant on the ground that Mr. Rivers' program proposals were suspect. The Commission denied the petition.

Early in 1951, Mr. Rivers sued the five stations comprising the Council (WDAR WCCP WFRP WSAV WTOC) for malicious opposition to his Savannah application. He asked for $242,500 in damages.

The Savannah stations entered a demurrer, claiming that Mr. Rivers had suffered no damages, therefore had no cause of action.

The Fulton Superior Court denied the demurrer. The denial was appealed to the state supreme court which sustained the lower court. The Savannah station asked the state supreme court for a rehearing and the 4-3 decision two weeks ago was the result.

Morris M. Musselman

MORRIS McNEIL MUSSELMAN, 52, Hollywood radio writer, died Tuesday in Santa Barbara, Calif. A former Chicago newspaperman, he later worked in the wholesale radio business with his father, and moved west to write radio and movie scripts in Hollywood.

Watch for "Revolution on the Farm" in the May 30 issue of Printers' Ink

Advertisers and agencies (our readers) will find in this 20 page article, complete with maps, charts, and statistical data, the most authoritative report yet issued about this 22 billion dollar market.

In 1940, the value of farm products sold in the United States was $6,681,581,292. In 1950, American farmers sold $22,052,484,865 worth of farm products. These United States Census figures, just now becoming available, show that the past ten years have witnessed a *Revolution on the Farm.*

Months ago the editors of Printers' Ink recognized the vital importance of this U.S. Bureau of Census information. They commissioned Wroe Alderson, nationally known marketing and research consultant, to make an analysis and appraisal of the data as they were released.

Highlights from this report:

1. Farm income has expanded faster than any of the other major segments of the population.

2. Electrification has leaped to 78.3%. In four of the nine census regions almost 90% of all farm homes today have electricity.

3. Mechanization has increased at an amazing pace. In 1940, 23% of our farms had tractors. Today, it is almost 47%. In 1940, 15.48% of farms had motor trucks. Today, more than 34% have them.

4. Home appliances, such as washing machines, home freezers and telephones are in greater use than ever.

5. The value of farm products has tripled in ten years. It rose from 6⅝ billion dollars in 1940 to more than 22 billion dollars in 1950.

Farmers are good prospects for anything, NOW

Because of the modernization of millions of farms in this country, our excellent roads, and farm ownership of millions of automobiles and trucks, every farmer in your market is a prospect for just about all the goods or services offered by advertisers.

They are top prospects from three counts: 1. They have the income. 2. Distance is no longer a problem with them. They can shop anywhere. 3. They are interested in top quality, whether it be a sewing machine or a silo.

BOB KENYON

Tell the buyers of advertising about your market. In our audience of 23,475 are the buyers of advertising—the marketing executives at the decision-making level, and their agencies who prepare and release the advertising for their clients.

The May 30 issue of Printers' Ink will be used as a standard reference for a long time, so your advertisement in this issue will get added value, at no additional cost, for the advertising of your market.

The closing date is May 20, so plan now to be represented when your best customers and prospects will be studying this momentous report on today's farm market. It will go to the right people, in the right place, at the right time.

Rates		Width	Depth
Two-page spread	$1,040	15"	10"
Full page	520	7	10
Two-thirds page	365	4⅝	10
One-half page	275	4⅝	7½
One-third page	185	2¼	10
One-sixth page	95	2¼	4⅝

Standard Colors: $125 per color extra

(Contract advertisers receive the benefit of frequency discounts, of course.)

Wire, write, phone us, or contact immediately any of our offices for your reservation of space in this issue or for any specific information that you may want. *Revolution on the Farm* is an exclusive that will be found only in Printers' Ink.

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago · Pasadena · Atlanta · Boston · London

SAFETY AWARDS

Radio, TV Stations Cited

ANNUAL public interest awards given by the National Safety Council, Chicago, went last week to 57 radio and 8 television stations in recognition of their "exceptional service to safety." In addition, the Rocky Mountain Radio Council and United Film Service were cited for their efforts.

TV stations included KPRC-TV Houston, WAAM (TV) Baltimore, WCPO-TV Cincinnati, WFBM-TV Indianapolis, WFIL-TV Philadelphia, WKY-TV Oklahoma City, WMAL-TV Washington, WMAR (TV) Baltimore and WWJ-TV Detroit.

Radio station winners: CHUM Toronto, Ont.; CJBC Toronto; KCKN Kansas City; KCVN Stockton, Calif.; KELD El Dorado, Ark.; KELO Sioux Falls; KFEL Denver; KFI Los Angeles; KFMJ Tulsa; KING Seattle; KITE San Antonio; KLRA Little Rock; KNX Los Angeles; KOA Denver; KOIL Omaha; KQV Pittsburgh; KRKD Los Angeles; KRNT Des Moines.

KTFI Twin Falls, Ida.; KUSD Vermillion, S. D.; WAKE Greenville, S. C.; WBEN Buffalo; WBRE Wilkes-Barre; WBUD Trenton; WCAE Pittsburgh; WCHS Charleston; WDOD Chattanooga; WFIL Philadelphia; WFPG Atlantic City; WGAA Cedartown, Ga.

WGH Newport News, Va.; WHBC Canton, Ohio; WHFB Benton Harbor, Mich.; WHIM Providence; WING Dayton; WISN Milwaukee; WJDA Quincy, Mass.; WJDX Jackson, Miss.; WKRC Cincinnati; WMAL Washington; WMAQ Chicago; WOSU Columbus, Ohio; WOWO Ft. Wayne, Ind.; WPDX Clarksburg, W. Va.; WPIC Sharon, Pa.; WPRO Providence.

WRNL and WRVA Richmond, Va.; WSAM Saginaw, Mich.; WSB Atlanta; WSNY Schnectady; WTDS (FM) Toledo; WTIC Hartford; WTTM Trenton; WWDC Washington; WWJ Detroit; WWL New Orleans.

Among advertisers cited were Atlantic Refining Co., Borden Co. (midwest district), Electric Auto-Lite Co., DeSoto-Plymouth Dealers of America, Firestone Tire and Rubber Co., Prudential Insurance Co. of America, Esso Standard Oil and Standard Oil of Indiana.

Judges included Arthur F. Harre, general manager, WCFL Chicago; Wesley I. Nunn, advertising manager, Standard Oil of Indiana; Robert K. Richards, director of public affairs, NARTB, and Judith Waller, director of public affairs and education at NBC Chicago.

ARBI Studies

MERITS of the Advertising Research Bureau Inc. (ARBI) studies, point-of-sale surveys which consistently have shown radio superior to newspapers as a producer of sales, will be debated by representatives of radio's BAB and newspapers' Bureau of Advertising at a meeting of the Radio-TV discussion group of American Marketing Assn. in New York on May 22, it was reported last week. Participants were not definitely set.

RADIO SELLS MORE
to MORE PEOPLE FOR LESS

. . . and WGN is your bargain buy in the Middle West—delivering the greatest coverage and reaching the largest number of homes per week—260,100 **more** homes per week in the daytime and 302,750 **more** homes in the nighttime than the second Chicago station.*

Get the most out of your advertising dollar—BUY RADIO—and make WGN your basic buy in the Middle West.

*BMB

A Clear Channel Station . . .
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
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BAB SCHEDULE

Announced for Clinics

FULL schedule of BAB's 1952 sales clinics, launched in Hollywood a fortnight ago [B•T, April 21], was announced last week by President William B. Ryan.

Three were slated last week—in San Francisco on Monday, Portland, Ore., on Wednesday and Seattle on Thursday—and the series continues today (Monday) with a clinic in New York. President Ryan, Vice President Kevin B. Sweeney and Local Promotion Director John E. Hardesty are rotating assignments to form two-man crews conducting the one-day sessions.

The San Francisco clinic drew an attendance of 87 managers and sales personnel from BAB member stations in the Northern California area. Stanley G. Breyer, KJBS San Francisco, presided.

The schedule of meetings after the New York session this week was announced as follows:

May 5, St. Louis; May 7, Kansas City; May 9, Des Moines; May 12, Omaha; May 14, Wichita; May 16, Oklahoma City; June 2, Portland, Me.; June 4, Boston; June 5, Providence, R. I.; June 6, Hartford; June 16, Philadelphia; June 18, Baltimore; June 19, Washington; June 20, Richmond; June 30, Syracuse.

July 1, Buffalo; July 3, Pittsburgh; July 14, Detroit; July 16, Cleveland; July 18, Indianapolis; July 21, Chicago; July 23, Milwaukee; July 25, Minneapolis; July 28, Denver; July 30, Salt Lake City; Aug. 15, Dallas; Aug. 18, San Antonio; Aug. 20, Houston; Aug. 22, New Orleans; Aug. 25, Miami; Aug. 27, Winston-Salem, N. C.; Sept. 8, Cincinnati; Sept. 10, Louisville; Sept. 12, Nashville; Sept. 15, Little Rock; Sept. 17, Birmingham; and Sept. 19, Atlanta.

GET-OUT-VOTE DRIVE

NARTB Will Direct Promotion

RADIO and television stations will conduct an all-industry campaign to bring out a record vote in the 1952 elections, Robert K. Richards, NARTB public affairs director, told the conference of the Assn. of Junior Leagues Wednesday at Lake Placid Club, Essex County, N. Y.

NARTB will direct the drive, he said, explaining the association membership had ordered the project at the recent Chicago convention. Spot announcements and programs will be carried in all states, urging eligible voters to register properly. This will be followed by a get-out-the-vote drive.

Tennessee Meet

TENNESSEE Assn. of Broadcasters will meet in Nashville tomorrow (Tuesday) at the Andrew Jackson Hotel for a business session and a Broadcast Music Inc. clinic. President J. P. Sheftall, WJZM Clarksville, will preside. Dinner speaker will be Ralph W. Hardy, director of government relations for NARTB.

The audience walked out!

In the last few years, many people witnessed a miracle.

Once doomed to lives as invalids, they walked out into lives of usefulness and activity—by the miracle of the "wonder drugs!"

Wonderful as science's new drugs may be, one factor is still vital to their success. They must be used *in time* to be effective!

That's why, when shipping drugs, serums, and vaccines to all parts of the country, the orders call for the world's fastest shipping service—Air Express!

Air Express speed saves lives — and dollars, too. Whatever your business, you can profit from regular use of Air Express. Here's why:

IT'S FASTEST — Air Express gets *top priority* of all commercial shipping services — gives the fastest, most complete door-to-door pickup and delivery service in all cities and principal towns at *no extra cost*.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery*.

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

New parcel post regulations affect you? Call your local agent of Air Express Division, Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

One million

is the number of radio families in the area now covered by Radio Station WMC throughout the Memphis and the Mid-South area.*

*Estimate based on 1949 BMB Survey projected through 1951.

Two billion

dollars represents the buying power of those families covered by Radio Station WMC in the Memphis and Mid-South area.*

*SURVEY OF BUYING POWER, 1951-1952.

and you can bet a

trillion

that your best radio buy in Memphis* is

WMC NBC — 5000 WATTS — 790

MEMPHIS

National Representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

*Source: WMC's many satisfied advertisers

KTOK, WEEK SALE

Swap Plan Cancelled

SWAP of KTOK Oklahoma City for WEEK Peoria, Ill., has been called off, it became known last week when the FCC granted petitions of the respective owners for dismissal of the transfer applications.

Exchange of stations—KTOK is owned by O. L. Taylor, radio-TV station representative, and WEEK is owned by Sen. Robert S. Kerr-Dean McGee interests—was set for hearing on overlap and trafficking in licenses issues by FCC last month [B•T, March 10].

The overlap issue involved KRMG Tulsa, already owned by the Kerr-McGee group. Tulsa is 98 miles from Oklahoma City.

The trafficking in license issue apparently was due to the fact that Mr. Taylor intended selling WEEK, after it was transferred to his ownership, to Fred L. Vance and family for $225,000. Mr Vance, Dallas manager of the O. L. Taylor Co., is a one-time Peoria resident.

Purpose of the trade, rather than sale, between KTOK and WEEK was attributed to tax reasons, it was reported.

Reason for dropping the plan, according to the petition to dismiss the applications, was the inability to furnish the FCC with any additional information regarding overlap of KTOK and KRMG which might persuade it to approve the transfer. The petition also stated that there was no question that the trafficking in licenses issue could be resolved in favor of the applicants.

KTOK operates on 1000 kc with 5 kw day, 1 kw night, directional, holds a CP for 5 kw fulltime, with directional at night. It is affiliated with ABC. WEEK operates on 1350 kc with 1 kw, and is affiliated with NBC. Part of the agreement was that the Kerr-McGee group would maintain its 30% interest in a separate company which has filed for TV in Peoria. Same agreement bound Mr. Taylor to a 15% interest and Mr. Vance to 55% interest in the TV applicant.

Mr. Taylor owns in addition to KTOK, KANS Wichita, Kans., and KRGV Weslaco, Tex.

Sen. Kerr is prominently mentioned as a possible Democratic party candidate for the Presidential nomination.

U.S. Pop.: 156,197,000

TOTAL population of the United States as of March 1, 1952, was about 156,197,000, according to Roy V. Peel, Director of the Census. The figure includes armed forces overseas. Official count of population in April 1, 1950, when the decennial census was taken, was 150,697,361 with an estimate of armed forces overseas bringing the total to 151,132,000. The March estimate represents a 3.4% increase in population since the decennial census was taken.

'Wherever You Go . . .'

ANGELS may fly over prison walls, but radio beams fly in, and officials at Rahway (N. J.) State Prison took advantage of that fact last week to persuade 230 convicts to stop their rioting. To convince local inmates that other prisoners at Trenton State Prison had ended their 77-hour siege, Rahway officials beamed a 6:15 p.m. news report of the event over the loud-speaker system. WNJR Newark considered it just another Friday night newscast.

PEABODY AWARDS

Networks Plan Telecast

THREE of the four television networks — ABC-TV, CBS-TV and NBC-TV—last week were planning to telecast the annual Peabody Awards luncheon, to be held Thursday in conjunction with the regular luncheon meeting of the Radio Executives Club of New York.

Although complete broadcasting plans appeared uncertain late last week, it was known that CBS Radio intended to record and broadcast, later in the afternoon, an address by its Edward R. Murrow, who was scheduled as a principal speaker at the luncheon, while WQXR New York announced it would cover the presentation of awards live from 1:15 to 2 p. m. The CBS Radio broadcast is 4:15-4:30 p.m.

Telecast coverage of the presentations will be originated by ABC-TV and fed to CBS-TV and NBC-TV, from 1:15 to 1:45 p.m.

The Peabody Awards, handled through the U. of Georgia, are designed to recognize "the most disinterested and meritorious public service" rendered each year by radio and television. Winners of this year's honors have not been disclosed. The luncheon will be held at the Waldorf-Astoria, with Edward Weeks, editor of *Atlantic Monthly*, presiding over presentations.

'Forum' Landmark

TED GRANIK, Washington attorney, and his American Forum of the Air, which he founded and moderates, celebrated their 24th anniversary in broadcasting yesterday (Sunday) with a simulcast of the discussion program, 2:30-3 p.m. on NBC radio, sustaining, and NBC-TV, sponsored by Bohn Aluminum & Brass Co. Oldest discussion program on the air, the program originates in Washington and concentrates on political issues of the day. It has played host to a substantial number of members of Congress. President Truman was a guest when Senator from Missouri, and President Roosevelt when governor of New York.

TOMORROW'S NEIGHBORS

Making friends with the coming generation is essential to good community relations. Radio is an effective aid.

Take another look at the kids in the picture.

Today they're schoolchildren, but tomorrow they'll be employees, customers, suppliers.. neighbors that any company should cultivate.

What's the best way to make friends with them? The most efficient and economical way is *radio*. No other medium gets into so many homes, at hours when children are accessible. No other local medium reaches so much of the areas that companies want to influence.

Moreover, radio is superbly flexible. You can tell your story in terms that appeal to the special audience you seek.. at any time from early morning to late night!

In six important industrial areas.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne and Portland, Oregon.. you can get the benefit of 32 years' experience in helping industry make friends with its neighbors. You can get this benefit from any one of the Westinghouse radio stations.. whose skill and facilities are at the call of company management, advertising agencies, and public relations counselors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

COMPARATIVE NETWORK SHOWCASE

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Co-op George Sokolsky	Pearson Pharm My Friend Irma (192)	Quaker Gabby Hayes Show	Texas Rangers Joel McCrea *MM
6:15	Seeman Bros. Mus. Headlines (268) R	"	"	"
6:30	Here Comes the Band S	C-P-P Dental & Shave Creams Our Miss Brooks (194)	Nick Carter	Reynolds Metals The Chase (176)
6:45	"	"	(6:55-7) State Farm Ins. C. Brown	"
7:00	CBC Winnipeg Concert (alt.)CBC Vancouver	Amer. Tob. Co. Jack Benny (199) R	Affairs of Peter Salem	Best Plays S
7:15	Symphony "	"	"	"
7:30	The Great Adventure S	Rexall Amos 'n' Andy (192)	Little Symphonies	" "
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola Charlie McCarthy Show (202)	Great Day Show	RCA Harris & Faye (180)
8:15	"	"	"	"
8:30	Stop the Music *PP	Philip Morris Playh. on Bwy. (193)	Enchanted Hour	U. S. Steel Theatre Guild in the Air (177)
8:45	Lorillard Stop the Music (197)	"	"	"
9:00	Carter Prods. Drew Pearson (175)	Screen Guild Theatre	Opera Concert	"
9:15	Electric Cos. Meet Corliss Archer (257)	"	"	"
9:30	"	Meet Millie	Sterling John J. Anthony Hour	The 64 Question S
9:45	The Three Suns S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	(10-10:05) Bob Trout	This Is Free Europe	Stars in Khaki & Blue S
10:15	Gloria Parker Show S	(10:05-30) The People Act	"	"
10:30	William Tusher Show S	Longines-Wittnauer Cheraliers (159)	Music for Strings	Hats in the Ring
10:45	Dr. Gino S	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Thoughts In Passing S	Thinking Out Loud (11:15-25)	Music	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G Ivory Lowell Thomas (100)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G Oxyd. Lava Droft—Beulah (125) R	Co-op Fulton Lewis Jr. (349)	Pure Oil Co. News Time (33)
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (141) R	Dinner Date S	No Network Service
7:30	General Mills Lone Ranger (153)	Campbell Soup Club 15 (166) R	Beltone alt. wks. Gabriel Heatter	Miles Labs News of World (102)
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs I Man's Family (159) H R
8:00	General Motors Henry Taylor (159)	Elec. Auto-Lite Suspense (106)	Woman of the Year	AA of RR's Railroad Hour (181)
8:15	World Wide Flashes S	"	"	"
8:30	The Big Hand S	Lever-Lipton Godfrey Talent Scouts (167) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (142)
8:45	"	"	"	"
9:00	Paul Whiteman Teen Club S	Lever—Lux Lux Radio Theatre (188)	Crime Fighters	Bell Telephone Telephone Hour (176) R
9:15	"	"	"	"
9:30	"	"	Co-op War Front—Home Front	Cities Service Band of America (193) H
9:45	"	"	"	"
10:00	News of Tomorrow S	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (135)	Al Goodman's Musical Album (10-10:30)
10:15	Dream Harbor S	"	Co-op I Love A Mystery	Life (99) Montgomery (10:30-10:35)
10:30	Time For Defense S	Phillips Petro Rex Allen Show (70)	Amer. Protam Health Quiz	Dangerous Assignment (MM) (10:35-11)
10:45	"	Robert Q. Waxworks	Dance Orch.	"
11:00	"	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro.Life Ins. Allan Jackson (29)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G Ivory Lowell Thomas (100)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition	P&G Oxyd. Lava Droft—Beulah (125) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (29)
7:15	Co-op Elmer Davis	P&G Tide Jack Smith Show (141) R	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	Peggy Lee Show S	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (102)
7:45	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs I Man's Family (160) H R
8:00	Newsstand Theatre S	People Are Funny	The Black Museum	duPont Cavalcade of America (182)
8:15	"	"	"	"
8:30	Escape With Me S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (187) R	(Co-op) Story of Doctor Kildare	Lewis-Howe Co. 3 10 Barrie Craig (189)
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wm Wrigley Life of Luigi (188)	Official Detective	Liggett & Myers Chesterfield Bob Hope (176)
9:15	"	"	"	"
9:30	"	The Line-up	Mysterious Traveler	Pet Milk Fibber McGee & Molly (158)
9:45	Chr. S. Publ. Co. Chr. S. Monitor News (28)	"	"	"
10:00	News of Tomorrow S	Candidates and Issues	A. F. of L. Frank Edwards (28)	"
10:15	Dream Harbor S	"	Co-op I Love A Mystery	Life (100) Montgomery (10:30-10:35)
10:30	United— or Nat'l S	Robert Q's Waxworks	Dance Orchestra	The Man Called "X" S
10:45	"	"	"	(10:35-11) " TBA
11:00	Band S	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WED

	ABC	CBS
	Not in Service	Metro. Life Ins. Allan Jackson (29)
	"	You and the World S
	"	No Service
	"	P&G Ivory Lowell Thomas (100)
	Co-op Elmer Davis	P&G Oxyd. Lava Droft—Beulah (125) R
	Co-op Elmer Davis	P&G Tide Jack Smith Show (141) R
	General Mills Lone Ranger (153)	Campbell Soup Club 15 (166) R
	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)
	Sterling Drug Mystery Theatre (283)	Lever-Lipton Big Town (132) R
	"	"
	The Toy Guy *PP	Chesebrough Dr. Christian (182) R
	"	"
	Co-op Mr. President	Amer. Safety Razor Ro Shelton (16)
	"	"
	Co-op Crossfire	Liggett & Myers Bing Crosby (196)
	"	"
	Not in Service	Pabst Blue Ribbon Bouts (172)
	Dream Harbor S	"
	Latin Quarter Orchestra S	"
	"	"
	Band S	News
	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Million Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Wm. Hillman	Faultless Starch Time (55) Spl.
11:15	"	"	American Protam Corp. Health Quiz	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	TBA
12:00 N	News S	People's Platform	College Choirs	Viewpoint USA
12:15 PM	Brunch Time S	"	"	Latin American Music
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Dawn Bible Frank & Ernest	"
1:00	Churches of Christ Herald of Truth (108)	String Serenade	Vandeventer & The News S	Critic at Large
1:15	"	"	American Protam Corp. Health Quiz	Mike 95

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Foods Breakfast Club (266)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	(Co-op) Tell Your Neighbor	"
9:30	"	"	Harmony Rangers	"
9:45	Philco Corp Breakfast Club (289)	"	"	"
10:00	Sterling Drug My True Story (212)	Toni-Realemum Arthur Godfrey (188) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (144)
10:15	"	Lever-Rinso & Pepsodent, Godfrey (179) R	Lanny Ross	"
10:30	General Mills Whispering Streets (224)	Pillsbury Arthur Godfrey (192) R	Co-op Take a Number	Campbell Double or Nothing (140)
10:45	Philip Morris Against the Storm (255)	National Biscuit Arthur Godfrey (193) R	"	"
11:00	Lever Bros. Lone Journey (257)	Liggett & Myers Arthur Godfrey (199) R	Sterling Drug Ladies Fair 11-11:25	C-P-P Strike It Rich (171)
11:15	When a Girl Marries S	"	"	"
11:30	Bristol-Myers (MWF) (290)	Contnl. Baking Grand Slam (52)	Lorillard-Kraft Queen for A Day	C-P-P Bob & Ray (147)
11:45	(TuTh) (257) Break the Bank	P&G Ivory Snow Rosemary (141)	"	Armour Dial Dave Garroway (173)
12:00 N	Prudential The Jack Berch Show (258)	General Foods Wendy Warren (155)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Serutan Victor Lindlahr (149)	Lever Bros. Aunt Jenny (144)	Johnson & Son News (12:15-12:25)	The Kate Smith Show (MM)
12:30	Not in Service	Whitehall Helen Trent (176)	Kellogg Carl Smith (12:25-12:30)	"
12:45	"	Whitehall Our Gal Sunday (170)	Faith In Our Time	No Network Service
1:00	Co-op Paul Harvey	P&G Ivory, Spit & Span, Big Sister (158)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (158)	Bob Poole Show	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	CS-op No School Today	Co-op News	Network Opens 10 a.m.	Twin Tops Howdy-Doody (83)
9:15	"	No Service	"	"
9:30	"	"	"	TBA
9:45	"	Ferry-Morse Garden Gate (193) R	"	"
10:00	"	St. Louis Melodies	Miscellaneous Program S	Archie Andrews S
10:15	"	Galen Drake "	"	"
10:30	Ralston Space Patrol (284)	Quiz Kids	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend *(154)	Benj. Moore Your Home Beautiful (11:15-11:25)	My Secret Story
11:15	"	"	Adventure on Thunder Hill	"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (151)	U.S. Marine Band	Hollywood Love Story S
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (187)	Quaker Man on the Farm	News At Noon
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Carnation, Stars Over Hollywood (159)	5th Army Band	U.S. Marine Band
12:45	"	"	"	"
1:00	Navy Hour S	Tom Grand.Con.Sta. (178)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (174)
1:15	"	"	"	"

DAY

	ABC
1:30 PM	Voices S
1:45	"
2:00	Marines In Review S
2:15	"
2:30	San Francisco Sketch Book S
2:45	"
3:00	This Week Around the World S
3:15	"
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	"
4:00	Gospel Rock, Is Old-Fashioned Revival Hr. (24)
4:15	"
4:30	"
4:45	"
5:00	Sammy Kaye's Sunday Serenade (85)
5:15	"
5:30	Goodyear Greatest Story (230)
5:45 PM	"

TIME

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G—Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (32)
Co-op Headline Edition	P&G—Oxy. Lava Draft—Beulah (125) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (30)
Co-op Elmer Davis	P&G—Tide Jack Smith Show (141) R	Co-op Rukeyser Reports	No Network Service
General Mills Silver Eagle (137)	Peggy Lee Show S	Gabriel Heatter	Miles Labs News of World (162)
"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsroo	Miles Labs 1 Man's Family (159) H R
Cafe Istanbul M. Dietrich S	F.B.I. in Peace & War	Modern Adventures of Casanova	Father Knows Best S
"	"	"	"
Defense Attorney *PP	Hall Bros. Hallmark Playhouse (186) R	(Co-op) The Hardy Family	Mr. Keen Tracer of Lost Persons *OT
"	"	"	"
Lorillard Amateur Hour (295)	GF—Postum Mr. Chameleon (163)	Pal Blade Rod & Gun Club	L&M Fatima Dragnet (171) R
"	"	"	"
"	Stars in The Air	Co-op Reporter's Roundup	Gulf Refining Counterspy (123)
Foreign Reporter S	"	"	"
News of Tomorrow S	Robert Q's Waxworks	A. F. of L. Frank Edwards (28)	Amer. Tob. Co. Your Hit Parade (180)
Club Can Do S	"	Co-op I Love A Mystery	"
Hotel Edison Orchestra S	Presidential Profiles	Dance Orchestra	Life (100) Montgomery (10:30-10:35)
"	"	"	Hollywood Music Box (10:35-11)
Band S	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	P&G Ivory Lowell Thomas (106)	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition	P&G Oxyd. Lava Draft—Beulah (125) R	Fulton Lewis Jr. (349)	Pure Oil Co. News Time (33)
Co-op Elmer Davis	P&G—Tide Jack Smith Show (141) R	Mr. Mystery	No Network Service
General Mills Lone Ranger (153)	Campbell Soup Club 15 (160) R	Murine Co. Gabriel Heatter	Miles Labs News of World (162)
(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsroo	Miles Labs 1 Man's Family (159) H R
R. J. Reynolds Richard Diamond (285)	Musicland USA	Adventures of Maisie	General Foods Roy Rogers (138)
"	"	"	"
Equitable Life This Is Your FBI (290) R	The Big Time	(Co-op) Gracie Fields Show	Bob & Ray
"	"	"	"
Heinz Ozzie & Harriet (288)	Doris Day Show	Magazine Theatre	Coca-Cola Mario Lanza Show (192)
"	"	"	"
Bristol-Myers Mr. District Atty. (288)	Robert Q's Waxworks	Armed Forces Review	Short Story S
"	"	"	"
(see footnote)			
Gillette Cavalcade of Sports (283)	(10-10:05) Morgan News Capitol Clookrm.	A. F. of L. Frank Edwards (135)	Night Beat S
"	"	Co-op I Love A Mystery	"
"	Dance Orchestra	Amer. Protam Health Quiz	Life (99) Montgomery (10:30-10:35)
American Sports Page S	"	Dance Orch.	Bill Stern (10:35-10:45)
News S	News	Co-op Baukhage Talking	News from NBC
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC	
Una Mae Carlisle S	News	Smiley Whitley Show	Bob Warren News	6:00 PM
Alert America S	UN on the Record	"	H. V. Kaltenborn News (MM)	6:15
Co-op Harry Wismer	CBS Radio Sports Roundup	Report From the Pentagon	NBC Symphony Orchestra	6:30
Labor-Management S	Larry LeSueur News	Organ Music	"	6:45
"	This I Believe Saturday at The Chase	Co-op Al Helfer	"	7:00
Co-op Bert Andrews	"	Twin Views of the News	"	7:15
Dinner At The Green Room S	Gunsmoke	Down You Go (7:30-7:55)	Medicine-USA S	7:30
"	Dr. Pepper Sports Roundup (49)	State Farm Auto Ins. Co. C. Brown	"	7:45
Dancing Party S	Wrigley Gene Autry (179)	20 Questions	Jane Ace Disc Jockey	8:00
"	"	"	"	8:15
"	GF-Post Cereal Tarzan (75) R	(Co-op) MGM Theatre of the Air	The Ralph Edwards Show S	8:30
"	"	"	"	8:45
"	GF-Grape-Nuts Gangbusters *(157) R	"	The Judy Canova Show S	9:00
"	"	"	"	9:15
"	Broadway Is My Beat	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (163)	9:30
"	"	"	"	9:45
Saturday at Shamrock S	Robert Q's Waxworks	Chicago Theatre of the Air S	R. J. Reynolds Vaughan Monroe (170)	10:00
"	"	"	"	10:15
The Three Suns S	"	"	Chamb. Mus. Soc. Lower Basin St.	10:30
"	"	"	"	10:45
News S	News	News	News from NBC	11:00
Buddy Wood Trio S	Dance Orchestra	Dance Orchestra	Earl Godwin's Washington	11:15 PM

SUNDAY

CBS	MBS	NBC
Syncopation Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
"	"	"
Longines-Wittnauer Symphonette (116)	Top Tunes with Trendler	The Catholic Hour
"	"	"
Your Invitation To Music	Dixie Four Quartet	Amer. Forum of the Air S
"	American Protam Corp. Health Quiz	"
"	Bandstand U.S.A.	Elmo Roper
"	"	America's Music
"	Air Force Hour	Earl Godwin's Washington
"	Off 5/11 ER. 5/18 TBA	Belmont Radio John C. Swayze (135)
Music For You	Under Arrest	The Falcon S
"	"	"
Hour Chime of the South Square S	Seabrook Farms Private Files of Matthew Bell 4:30-4:55	U. S. Tobacco Martin Kane (167)
"	"	"
Edgar Arthur Godfrey Roundtable (97)	Wildroot The Shadow	American Baker Assoc. Hollywood Playhouse (183)
"	"	"
Admiral Bob. Trout *(191)	Williamson (alternate wks.)	Whitehall 1212 S
"	True Detective Mysteries (515)	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not In Service	P&G Crisco Dr. Malone (153)	Luncheon with Lopez	Co-op News Morrill Mueller S
"	P&G Duz Guiding Light (155)	"	Wesson Oil Dr. Paul (59)
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (138) Grady Cole (41)	Dixieland Matinee	Pickens Party
(See footnote)	P&G Tide Perry Mason (158)	"	Meredith Willson's Music Room
Family Circle (2:35-3:00) S	Toni, Soeman Nora Drake (176)	Say It with Music	General Mills Live Like A Millionaire (74)
"	P&G Ivory Fl. Brighter Day (142) ∞	"	Amer. Tob. Co. Banghart 2:55
Ladies Be Seated S	Miles Labs Hilltop House (146)	Co-op Poole's Paradise	P&G Life-Beautiful (158)
"	Pillsbury House Party (184)*	"	P&G Road of Life (158)
Mary Marlin S	Star Lines* (3:50-55) News 3:55-4 p.m.	"	P&G Pepper Young (158)
Philip Morris Romance of E. Winters (249	4-4:15 M-F Gen F. S. Grady Cole (41)	"	P&G Right to Happiness (158)
General Mills Betty Crocker (91)	4-4:30* Tu-Music by Antonini	Miscellaneous Programs	P&G Backstage Wife (149)
Thy Neighbors Voice S	MW Chicagoan ThF St. Louis Matinee	4:25 News S	Sterling Drug Stella Dallas (149)
The Dean Cameron Show S	Mart's Record Adventures M-F 4:30-5		Sterling Drug Young Widder Brown (149)
Manhattan Maharajah S	Treasury Bandstand	4:55 News	5-5:30 M-F M—R. Benson S Tu-Sgt. Preston Th-Sgt. Preston (Quaker) WF OrangeCrush Green Hornet
Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	"	Manhtn. Soap Woman in My House (177) Whitehall Just Plain Bill (145)
Mark Trail S	"	"	5:30-5:55 Tu & Th, Derby Sky King Whitehall Front Page Farrell (148)
Kellogg Co. Space Cadet Tu&Th (223)	"	"	5:30-5:55 MWF Kellogg Wild Bill Hickok
(MWF) Fun Factory S—See Footnote	Miles Labs Curt Massey Time (147) R	M-F 5:55-6 Johnson & Son Cecil Brown	Ex-Lax Inc. Doctor's Wife 186

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Carter City Hospital (150)	(1:30-2:25) Dunn on Discs	TBA
"	"	"	"
Frost & Center S	Hormel & Co. Music with H. Girls (129)	(2:25-2:30) S. C. Johnson News	Coffee in Washington S
"	"	"	"
Lawrence Welk's Treasury Show S	Make Way for Youth	Georgia Crackers	Big City Serenade
"	"	"	"
Pan-American Union S	Report From Over Seas	Bandstand U.S.A.	The Downbeaters S
"	Adventure In Science	(3:25-3:30) S. C. Johnson News	"
Lone Pine & His Mountaineers S	Farm News Co-op	Sports Parade	U. S. Army Band
"	Correspondents' Scratch Pad	"	"
ABC Late News S	Stan Dougherty	Caribbean Crossroads	Win Place & Show Tunes
Finnegan's Sat. Box Scores S	Horse Racing	"	Racing
Tea & Crumpets S	Cross Section U.S.A.	Hawaii Calls	Musicana
"	"	"	"
Roseland Ballroom Orch. S	Eddie Fisher Show	Harmony Rangers	Mind Your Manners
"	"	"	"
At Home with Music S	Treasury Bandstand	Bands In Bonds	TBA
Club Alumineum Club Time (28)	"	Dizzy Dean	Torres Los Songs

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced. Time EDT.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
2:30-2:35 p.m., M-F, John H. Dulany & Son, Dulany Daily Double, (49).
5:55-6 p.m., M-F, World Flight Reporter
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
9:55-10 p.m., F, Gen. Foods, Sanka News (283)
* PP (Pyramid Plan) American Chicle & General Mills participations on The Top Guy, W., 8:30-9 p. m.; Defense Attorney, Th., 8-8:30 p.m.; Stop the Music, Sun., 8:30-8:45 p.m., seg.

CBS—11-11:05 a.m., Sat., Campana, Bill Shadel News (185)
5:55-6 p.m., Sun., Best Foods Inc., Larry LeSueur (180)
10:25-30 a.m., Sat., Econ. Lab., Galen Drake (188)
9:30-9:35 p.m., Tues., Colgate-Palmolive-Peet Co. Louella Parsons (179)
9:25-30 p.m., Th., Gen. Foods, Shadel News (158)
9:25-30 p.m., Sat., Gen. Foods, Sanka Salutes (155)
8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gathering (107)
3:45-50 p.m., M-F, Kellogg, Carl Smith, (140)
3:40-45 p.m., M-F, Pillsbury, Cedric Adams (164)
11:30-35 a.m., Sun., Bill Shadel (8)
4:10-15 p.m., Sun., Bill Downs (8)
* Sustainers on split network

MBS—2-4:30 p.m., Mon.-Sun., Game of the Day—Network B (Falstaff Brewing and Co-op). Gillette Warm-Up Time, 5 min. preceding games, Mon.-Sun. Camel Baseball Scoreboard, 5 min. following, Mon.-Sat. Wheaties Scoreboard, 5 min. following, Sun.
11:25-11:30 a.m., M-Sat., Johnson & Son. News
11:30-12:00 Noon, M-W-F, Kraft Foods Co.—co-sponsors Queen for a Day.
2:25-2:30 p.m., M-F, S. C. Johnson & Son News.
4:55-5 p.m., S. Bobby Benson—American Chicle
5:15-5:30 p.m., M, portion of Bobby Benson sponsored by Kraft Foods Co.
9-9:05 p.m., M-F, Johns-Manville Corp. Bill Henry.

NBC—*OT Operation Tandem, Whitehall Amer. Chicle, Liggett & Myers.
8-8:15 a.m., Skelly Oil, M-F, News (28); Sat., This Farming Bus.
10:45-11 a.m. Hymn Time, Gen. Mills, (10).
* MM—"Minute Man" Programs.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
April 28, 1952
Copyright 1952

TOP COVERAGE

...to deliver your sales pitch in the Far West!

You cover all the bases when you buy NBC Pacific Coast Network—the only network that delivers top coverage—83.5% of all radio homes in this great mass market!

Soap . . . soup . . . insurance . . . automobiles—whatever your product or service—if it has *mass* appeal, your most effective advertising medium for reaching the great Western market is NBC Pacific Coast Network.

In this rich, fast-growing area where 98% of all homes are radio homes, 83.5% of these homes listen regularly to NBC Pacific Coast Network, and costs-per-thousand are lower than those of any other network serving the Far West.

The great states of Oregon, Washington and California now have the highest per capita income of any region of the U. S. A. Estimated retail sales for 1952 will run over 16 *billion* dollars! To get your share of these dollars—buy time now on NBC Pacific Coast Network. Consult your NBC Sales Office for details.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY

A Division of Radio Corporation of America

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

Open Mike

(Continued from page 18)

knowledge, Mutual was the first radio network to return to the scene for reactions approximately six minutes after the historic announcement.

Where was the scoop?

Hollis Seavey
Washington Representative
MBS

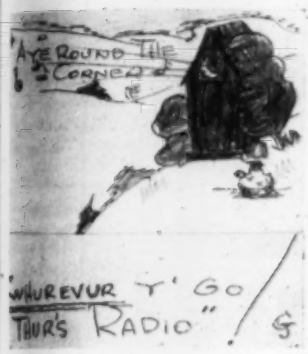
[EDITOR'S NOTE: Mr. Seavey caught us in an unfortunate error—the omission of "TV" from the network identifications in a CLOSED CIRCUIT intended to refer only to television coverage of the event.]

* * *

Rural Listener

EDITOR:

Enclosed is a piece of fan mail from one of the ardent listeners of the *Ernie and Arnie Show*, an 8 to 9 feature on WBVP that is more than holding its own against TV because it's programmed by two local boys at the local level. . . .



We thought that this would make a good cartoon and should be passed on to you. . . .

Thomas B. Price
Station Manager
WBVP Beaver Falls, Pa.

* * *

Man the Pumps

EDITOR:

Words cannot express my 'appreciation for the terrific story you carried in the April 14 issue of BROADCASTING • TELECASTING on my "TV Station Operating Expense" analysis.

As a result of your story, we are swamped with requests for copies of the analysis . . . .

Joe Herold
Broadcast Equipment Sales
RCA Victor
Camden, N. J.

* * *

The Missing McGinnis

EDITOR:

I was quite shocked and rather violently disturbed when I read OPEN MIKE in the April 7 issue of BROADCASTING.

By publishing the letter from the disgruntled Mr. King you have probably cost me several thousand dollars and damaged my reputation in this industry beyond repair. . . .

The person referred to by Mr. King, Lee McGinnis, is in no way connected with this company. At one time he did, and when his dishonesty and disregard for ethics was found out he was immediately dismissed. . . .

Now by printing this letter without bringing out the true facts of the matter or McGinnis' name will undoubtedly cause many broadcasters whom we have done business with to think we have completely turned dishonest. The implication is there, inasmuch as the words, "Bond a Week Club," have been brought out. . . .

George R. Turpin
Owner and Manager
George R. Turpin Assoc.
Fort Worth

[EDITOR'S NOTE: The original letter was written by Victor King, station manager of KERB Kermit, Tex., who reported that Lee McGinnis, representing himself as connected with a "Bond a Week Club," had disappeared after collecting cash payments belonging to the station. Though Mr. Turpin was not mentioned in the original letter, we are glad to publish Mr. Turpin's comments as emphasis that Mr. McGinnis was not associated with Mr. Turpin at the time of the Texas escapade.]

* * *

Allocations Report

EDITOR:

Of all the jobs BROADCASTING • TELECASTING has done in its illustrious history, your April 14 issue, together with the supplement, was the best in my judgment. Getting the supplement out under such tremendous pressure would have killed anyone else but you and your staff.

I would like to write each member who participated in the fine job, but I hope you will save me that by passing my letter around as a sincere token of my appreciation.

Howard L. Chernoff
General Manager
KFMB-AM-TV San Diego

* * *

EDITOR:

I think you did the broadcasting industry a tremendous service in publishing the full text of the FCC's TV allocation plan. It served to clear up a lot of misinformation and gave us, and many other stations, too, I am sure, a welcome source of official reference for what is actually going to happen.

I also noticed in one of your recent issues that you have compiled a series of radio success stories. Would you be good enough to send us a copy?

Thank you.

Paul Martin
Station Manager
WCCC Hartford, Conn.

TREND back to radio buying has been reported by WBAL Baltimore. According to station sales executives, more new business has been booked in April than at any time in recent years.

Advertisement

From where I sit
by Joe Marsh

Whitey Sure "Rang the Bell"

Telephone woke me out of a sound sleep last Friday night about eleven-thirty. "This is Whitey Fisher out on River Road," says a voice. "I just wanted to tell you how much I like this week's *Clarion*."

"Thanks, but why call to tell me at this time of night?" "Simple," he says, "your paper boy just delivered it a short while ago. Been waiting for it all evening."

Next day, Buzzy Wilson tells me he delivered Whitey's paper that late because he stayed in town for the high school dance—thinking it would be O.K. to drop it off on his way home.

From where I sit, I can't blame Whitey for his little joke. He was just reminding me we owe other people the same consideration we expect from them. Since I'm always talking about respecting the other fellow's rights—including his right to enjoy a friendly glass of beer if he chooses, it was only fair that Whitey should "wake me *up" to his right to get his copy of the* Clarion *when he expects it—on time. Thanks again, Whitey!*

Joe Marsh

Copyright, 1952, United States Brewers Foundation

Only ONE Station

DOMINATES

This Rich

Growing Market

with

1951 Bank Deposits

of

$343,735,852.90

A 10-year gain of 134%

WSJS

The Journal-Sentinel Station

AM-FM

WINSTON-SALEM

KOB AM-TV SALE

Application Filed at FCC

APPLICATION for approval of the sale of KOB-AM-TV Albuquerque from T. M. Pepperday *(Albuquerque Journal)* to Time Inc. and former FCC Chairman Wayne Coy for $900,000 [B•T, March 3] was filed with the FCC last week.

Stations will be sold first to Time Inc. After a series of reorganizations, which will transfer the physical assets to a Time Inc. subsidiary, the stations will be owned jointly by the Henry Luce firm and Mr. Coy [B•T, March 10].

Although Time Inc. will pay $900,000 for the properties, the application revealed that it would declare a dividend equal to $300,000 net quick assets immediately after the FCC approves the sale. This would bring the purchase price down to $600,000.

A partial liquidation of the licensee will then be effected, the application explained, which would place all fixed assets (including land but not the TV building) in the name of Michigan Square Building Corp., a Time Inc. subsidiary.

Michigan Square company would lease the fixed assets and land back to Albuquerque Broadcasting Co., licensee of KOB-AM-TV, for eight years at the appraised value of $450,000. Worth of licensee will thus be $150,000, it was explained.

Coy Receives Interest

Subsequently, Time Inc. will sell 50% interest in the licensee to Mr. Coy for $75,000. Mr. Coy will put up $37,500 out of his personal funds, borrow the other $37,500 from the Chase National Bank of New York, it was indicated. At the same time, Mr. Coy will be signed as general manager of the stations at $26,000 per year with an eight year contract. In addition, Mr. Coy will remain as radio-TV consultant to Time Inc. at a yearly fee of $24,000. The consultant contract began April 1 and runs to the end of March 1955. Time has an option to extend that contract to 1957.

Mr. Coy represented his net worth as $62,973.79. Assets included his Washington house, to be sold June 15 for $43,000; furnishings, $3,000; 1951 Lincoln automobile, $2,000; jewelry and pictures, $400; bonds, $7,000; cash, $3,829.01; paid up retirement, U. S. Civil Service, $5,050.96; cash value of life insurance policies, $5,038.31. Liabilities comprised mortgage on Washington house, $3,919.49; fee for sale of house, $2,150; bills payable, $275.

Income for Mr. Coy was put at $12,685 in 1950, $12,148 in 1951. This was after deductions for taxes, the application stated. Mr. Coy was chairman of the FCC from 1947 to Feb. 21 of this year [B•T, Feb. 25].

Mr. Coy went to the FCC from the position of vice president and general manager of WINX-AM-FM Washington, then owned by the *Washington Post*. Before that he was assistant to publisher (now chairman) Eugene Meyer.

Before joining the *Washington Post*, Mr. Coy served in various government posts. At one time he was one of President Roosevelt's "anonymous" assistants and assistant director of the Bureau of the Budget.

Mr. Coy will be president and treasurer of Albuquerque Broadcasting Co. when the sale of the stations is approved by the FCC. Arthur R. Murphy Jr., manager of Time Inc.'s March of Time division, will be vice president. Mrs. Grace Cody Coy, wife of the former FCC chairman, will be secretary. In addition to the officers, the new board of directors of the licensee will include Charles L. Stillman, Time Inc. vice president.

Total assets of Albuquerque Broadcasting Co. as of Jan. 31, 1952 were put at $588,311.74. Of this, $383,721.23 was in cash. Included in the assets was a depreciated value of $26,470.59 for AM and $74,542.79 for TV.

Current liabilities of the licensee were put at $100,669.62. Balance sheet also showed surplus of $429,188.29. Profit for the month of January was put at $9,692.35.

Balance sheet estimated replacement costs of the 31-year-old KOB (NBC affiliate operating on 770 kc with 50 wk day, 25 kw night under special FCC authority) at $260,500. It also estimated replacement costs of four-year-old KOB-TV (on Channel 4) at $226,500. KOB-TV is affiliated with all four TV networks via kinescope recordings.

'Time's' Past Radio Interests

From 1943 to 1945, Time Inc. owned 12½% of ABC. From 1942 to 1944, the *Time, Life, Fortune* publisher owned a substantial amount of preferred stock in WQXR New York (now owned by the *New York Times*).

Consolidated balance sheet as of the end of 1951 showed Time Inc. with total current assets of $60,901,281, of which $20,270,825 was in cash. Total current liabilities

ONE ANNOUNCEMENT -- BETTENDORF AND DAVENPORT IN IOWA

TWO OUT-OF-TOWN CUSTOMERS

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

$2,450 in Sales

Davenport's Burkeholder Custom Kitchens has had schedule of advertising on WOC for 2½ years. Store owner J. K. Burkeholder knows this schedule builds sales volume. Has many specific instances proving this fact.

For example, in January '52, a Clinton, Iowa, man driving near Davenport on his way to Burlington, heard a Burkeholder announcement. Stopped in Davenport store; told them to get in touch with his wife about remodelling their kitchen.

Within week, Burkeholder had a $1,350 order from this Clinton family. *But more*, Clinton man's brother contacted Burkeholder; purchased a $1,100 custom-built steel kitchen. Result of one WOC announcement—$2,450 in sales. Said the Clinton man: "Credit WOC with this sale, for until I heard the announcement, I didn't know about the Burkeholder firm."

Proof that when you want sales volume in the Quint-Cities—nation's 71st retail market—*you want WOC*. Contact us direct, or your nearest F & P man.

Free & Peters, Inc.
Exclusive National Representatives

WOC
THE QUINT-CITIES AM - FM ALSO TV

Davenport, Iowa

Basic NBC Affiliate
5000 W. — 1420 KC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

added up to $17,373,712.

Representing Time Inc. and Mr. Coy is the Washington law firm of Loucks, Zias, Young & Jansky. Time Inc. also is represented by the New York law firm of Cravath, Swaine & Moore. Representing Albuquerque Broadcasting Co. is the Washington law firm of Pierson & Ball.

CHURCH NAMED

Succeeds Chester at CBS

APPOINTMENT of Wells Church as acting director of news and public affairs for CBS Radio, to take over the duties handled by Edmund A. Chester before he resigned to become part owner and general manager of the RHC Cadena Azul network in Cuba [B•T, April 14], was announced last week by CBS Radio President Adrian Murphy.

Mr. Church, who initially joined CBS in 1931 in Washington, has been editor-in-chief of CBS Radio news since July 1949.

Mr. Church, a veteran newsman, after joining CBS in 1931, became program manager and assistant to the vice president of WTOP Washington and in 1936 became director of radio for the Republican National Committee. In 1941, Mr. Church went to England as advisor to the BBC. The following year he returned to the U. S. to become special events and talks director for the Coordinator of Inter-American Affairs. In 1945, he returned to CBS and the next year became director of news broadcasts. He was named editor-in-chief in July 1949 when radio and TV news activities were merged. Mr. Church received the title for CBS Radio following the divorcement of radio and TV activities of CBS last July.

ACNY NOMINATIONS

Officers Slate Announced

NOMINATIONS committee of the Advertising Club of New York announced its 1952 slate April 18, with George S. McMillan, vice president of Bristol-Myers Product Div., named for president. Stanley Resor, J. Walter Thompson president, was listed for vice president and James A. Brewer, board chairman of Brewer-Cantelmo Co. was suggested for treasurer.

Nominations for directors, to serve for one, two and three-year terms, included Elon G. Borton, Advertising Federation of America president; George A. Phillips, advertising manager of Cluett, Peabody & Co.; George A. Nelson, president and general manager, Stevens-Nelson Paper Corp.; C. B. Larrabee, president of Printer's Ink; Robert M. Feemster, executive committee chairman, Wall Street Journal; Gene Flack, advertising director for Sunshine Biscuits; Hugh R. Jackson, president, Better Business Bureau of New York; and David B. Starrett, vice president, Royal Typewriter Co.

Additional nominations are to be accepted only in writing several weeks in advance of the voting, scheduled for Club's annual meeting May 13. Top three nominees, assisted by continuing officers, are to serve until next annual meeting.

WSYR's Local Radio Sales UP 46%

WSYR---Message Form

To Caley Augustine
From W. R. Alford, Jr.
Date March 24, 1952
Subject RADIO PROMOTION

Up to March 15th, WSYR's local radio sales for 1952 are 46% more than 1951!

Local advertisers who are responsible for this increase are in the best position to test the real pulling power of all media. They know, day by day, which advertising is ringing the cash register.

And when they use WSYR almost 50% more than they did a year ago; when they prefer WSYR over any other local station — that's our best testimonial.

Bill Alford
SALES MANAGER

National Spot Advertisers TAKE NOTE!

Central New York is a stable, diversified market—an industrial center, agricultural center, distribution center. It is a big-spending market, as is proved by booming department store sales. To reach it, do what the on-the-spot advertisers do—put your sales story on WSYR.

WSYR SYRACUSE
NBC AFFILIATE

Write, Wire, Phone or Ask Headley-Reed

WSYR-AM-FM-TV—The Only Complete Broadcasting Institution in Central New York

You'll chalk up
HIGHER RATINGS
MORE RENEWALS
EASIER SALES
WIT
ZIV
"BOST
BLACK
America's Most Succes
Adventure-Detectiv SH

HIGHER RATINGS

In BIG Towns		In SMALL Towns	
San Francisco . .	16.0	Hattiesburg . .	29.6
Louisville . .	21.7	Zanesville . .	26.0
Minneapolis . .	16.5	Youngstown . .	21.3

He'll chalk up high ratings for you, too!

MORE RENEWALS!

6th YEAR . . . Minneapolis, consistently outrating important network shows.

5th YEAR . . . New Orleans, consistently delivering a large and loyal audience.

4th YEAR . . . Raleigh, consistently selling for Carolina Power and Light Company.

He'll chalk up more renewals for you, too!

EASIER SALES

- *"Boston Blackie's 19.1, the highest rated show on Sunday afternoon in Kansas City."*
  James Coy—Rogers & Smith Advertising Agency
- *"Boston Blackie has the most loyal listening audience of any show we've ever had on the air and is Lake Charles most outstanding mystery show."*
  James H. Jesse, Pgm. Dir., Station KLOU, Lake Charles, La.
- *"Today marks the 91st broadcast of Boston Blackie for Falls City Beer—Louisville. Our latest Hooper tops all network and local competitive programs."*
  Ray D. Williams—Prater Advertising Agency
- *"We are having tremendous success with Boston Blackie. Once it was necessary to re-schedule 'Blackie' for play-by-play sport commitments. It would be difficult for you to appreciate the deluge of calls we received at the station."*
  John T. Rutledge, Ass't. Gen. Mgr., Station WVJS, Owensboro, Ky.

He'll chalk up easier sales for you, too!

Now, on TV!

AM + TV = TOP RESULTS!

Boston Blackie on TV is already proving the fastest seller ever.
Sponsored by big-name advertisers on top TV stations in:

NEW YORK CITY, CHICAGO, LOS ANGELES, WASHINGTON, D. C., DETROIT, CINCINNATI, DAYTON, COLUMBUS, PITTSBURGH, CLEVELAND, LANCASTER, TOLEDO, MINNEAPOLIS, RICHMOND, NORFOLK, ATLANTA

HURRY—YOUR MARKET MAY STILL BE AVAILABLE!
WRITE, WIRE OR PHONE.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

editorial

Same 'Freedom' Boat

FOR THE past fortnight there has been sound and fury over President Truman's remark implying that he had the authority to seize newspapers and radio in a national emergency. The White House has done little to amplify or explain the President's startling utterance—the top topic at the series of newspaper annual conventions held during the past 10 days.

Newspaper editors cannot fathom the kind of emergency that would lead the chief executive to commandeer newspapers, the freedom of which has been traditionally protected by the First Amendment.

That has not been the case with radio—a licensed medium. Section 606 (c) of the Communications Act provides that in a national emergency, the President may take over communications. This provision was amplified with the passage last year of a law authorizing the President to close down any station emitting "electro-magnetic" waves when there exists war or a threat of war. This was designed to take into account the use of modern implements of warfare, such as guided missiles and pilotless planes, which presumably can use radio beams to "home" to targets.

There was no outcry from the nation's press when this legislation was pending. Only radio was involved.

Yet, one has but to look at the record to determine that, with President Truman and with his predecessor, Franklin D. Roosevelt, radio and the press were regarded as synonymous. President Roosevelt often called for "freedom of radio on a parity with the press."

Twice, in letters to this journal, President Truman has stated that radio "must be maintained as free as the press" and that "a free radio is as indispensable as a free press."

It is apparently also his belief that both should be equally treated if the freedom were to be taken away. His cryptic answer to a question put by J. Hale Steinman, publisher and station owner, during a Presidential conference with the American Society of Newspaper Editors, leads to no other conclusion.

The incident drives home, as nothing else would, the inseparability of broadcasting and the press as news media. They are both in the same "freedom" boat, and the boat is rocking.

Longer Licenses

THERE'S agitation anew to authorize government agencies to assess charges for services rendered, as a means of offsetting cost of government. This is a variation of the proposal that there be levied a franchise tax or "license" fee. Such agencies as the FCC, SEC, CAA and ICC are mentioned as providing service to particular segments of industry for which Uncle Sam gets no immediate return.

All industry pays substantial taxes to the government, direct and indirect. If it were not for the broadcast services, the hundreds of millions in excise taxes on radio and television receivers wouldn't reach the Treasury. And broadcasters themselves pay corporate taxes on revenues in excess of a half-billion.

Radio broadcasters receive licenses from the FCC for a three-year tenure. Television broadcasters get only one-year licenses now, though the law permits three-year authorizations. Until now, the FCC has maintained that TV licenses should be short-term to keep allocations flexible. Now that we have an allocations plan, this argument no longer seems valid.

We doubt whether radio or television broadcasters would object to a nominal license fee, to help defray costs of administration, if there were no discrimination against their business. But they then would be entitled to longer license terms, and they would acquire certain rights in return for the payment for the "franchise." In Mexico, licenses are issued for 30 years. We think that in the U. S. they ought to be issued in perpetuity, since the licensing authority is always in the position to cite stations for violations of the law.

Television is a far more expensive business than radio broadcasting. A glimpse at applications filed since the April 14 freeze-lift shows that a less-than-one-million investment for the first year is rare indeed. Certainly it's too much to ask venture capital to invest such sums on the slender thread of a one-year license. We hope the FCC will see fit promptly to increase the TV tenure to the full statutory limit of three years, and that legislation will be sought to extend license terms at least to 30 years.

AGAINST appalling odds, including the skepticism of AT&T and the television networks, Klaus Landsberg of KTLA (TV) Los Angeles and a small band of fervent engineers last week brought a telecast of an atom bomb explosion to the American public. It wasn't a very good telecast, and we can't help feeling that if some of the larger entities in this business had shared Mr. Landsberg's enthusiasm—and the work—it would have been a better one. The job of throwing up a relay system across high mountains was really too much to ask of any group smaller than one commanding the resources of the entire telecasting industry. Mr. Landsberg deserves the utmost praise, not only for heroically prevailing with his ambitious plan but also for giving a lasting lesson in how television can serve the public.

The 'Duopoly' Answer

IT WILL take weeks to clear up all of the questions that have arisen as a result of the TV Allocations Report, but there's one that should receive a prompt answer. It is how the FCC will construe the merging of two or more radio broadcasters in a given market for the purpose of applying for a single TV assignment.

The exchange of correspondence between Sen. Edwin C. Johnson and FCC Chairman Paul A. Walker, published in TELECASTING last week, clarified nothing except the fact that an issue exists. Mr. Walker did observe that the FCC would have to meet the problem.

The time to do this, it is evident, is *now*. The "waiting period" runs out July 1. In the interim broadcasters must make their plans. Under existing regulations, the operation of two stations of the same class in the same coverage area constitutes "duopoly". If radio owners pooled their interests for a single TV operation, manifestly that would not constitute "duopoly" in TV. But the problem is whether the Commission would construe this to be "duopoly" in radio, because of the new mutuality of interest that would evolve.

The FCC, it seems to us, could well say that, in the light of the scarcity factor in TV and of the desire promptly to get more stations on the air, it would not construe such radio mergers as falling within the prohibition of the "duopoly" rule. From that point on, however, the merging broadcasters would take a calculated risk. The FCC could not give assurance that the joint applicant would have any better chance for a grant than any other applicants. To do so would be to prejudge applications not yet filed or considered.

our respects to:

JOHN THOMAS GELDER JR.

JACK GELDER, vice president-general manager of WCHS Charleston, W. Va., made his entrance into radio with a bang—literally.

Twenty years ago, Mr. Gelder portrayed the role of Alexander Hamilton in a high school play. Unfortunately for Mr. Gelder, the play included the pistol duel scene between Mr. Hamilton and Aaron Burr. So Mr. Gelder's role in the play was short-lived.

Fortunately for him, however, the play was broadcast and his ambition to enter the radio industry as an announcer was born.

A native of Chicago, Mr. Gelder went to the U. of Michigan in 1936 with the sole intent of preparing himself to become a radio announcer.

At college, he broadcast over WJR Detroit and WCAR Pontiac, but discovered he simply wasn't cut out to be an announcer. Still interested in radio, he turned to sales. In retrospect, Mr. Gelder believes this the smartest move he ever made.

Upon graduation from college in 1940, Mr. Gelder found a sales position at WJLS Beckley, W. Va. Hardly out of the fledgling class, his ready smile made up for lack of experience.

Quick at building a firm foundation in radio sales, Mr. Gelder in 1942 was named commercial manager at WKWK Wheeling. While there, his zeal resulted also in appointment as assistant station manager.

After four years at WKWK, in 1946, he went to Charleston, W. Va., to become general manager of new WKNA there and put the station on the air. At that time the state's capital was blossoming from a two-station to a five-station city.

In 1948, he shifted to WCHS Charleston as general manager and in 1950, when the station was purchased by the Tierney Co., Mr. Gelder became vice president and general manager.

His community devotion, reflected by participation in local affairs, is helping make WCHS a local institution.

A definite approach on how to operate a radio station successfully has guided Mr. Gelder's activities. He believes in departmentalizing the operation completely, then encouraging the departments to work together as a team.

He has established an "executive advisory" panel of top-level WCHS personnel, which meets with him regularly to formulate policy, outline procedure and plan the future.

These plans include television. Mr. Gelder feels that under proper guidance, the future WCHS video operation can become as much

(Continued on page 80)

WHY... in Northern California

KNBC *reaches more people . . . more often . . . than any other radio OR TV station*

This represents the coverage pattern in Northern California of KNBC's 50,000 watt *non-directional* transmitter.

This represents the coverage pattern of the other dominant 50,000 watt stations in Northern California—both *directional* transmitters.

This, for interesting comparison, represents television coverage in Northern California.

Put them all together—and you get a *complete* picture of radio and TV coverage in the great Northern California market, like this:—

TELEVISION, covering a sixty mile radius with only about one-third of the families in the narrow TV circle owning sets.

Radio, dominated by three stations:—two with 50,000 watt directional coverage taking in a limited elliptical area—

—and the other, KNBC, with 50,000 watts, non-directional, giving a *wide circle* of coverage that includes not only the San Francisco-Oakland Metropolitan Market, but *all* the thriving PLUS-Markets of Northern California.

Yes, in Northern California, more people are reached by—and listen more often to—KNBC than any other radio station. More people tune in to KNBC radio than to any television station in the area.

Wide circle coverage plus program popularity make...

KNBC

in San Francisco, Northern California's No. 1 Advertising Medium...
50,000 watts, Non-Directional...680 KC
Represented by NBC spot sales

Cover this
GOLDEN TRIANGLE
KWFC
HOT SPRINGS
Ark.
A RICH Growing MARKET
KCMC (AM-FM)
KAMD
CAMDEN, Ark.
TEXARKANA
Ark., Tex.

where 571,000 people have $420,267,000 in Effective Buying Income*

KWFC Hot Springs Arkansas
0.5 MV/M area:
Population . . . 138,400
Radio homes . . . 39,500
Eff. buying income $ 96,375,000
Retail sales . . . 91,822,000

KCMC (AM-FM) Texarkana Ark., Tex.
0.5 MV/M area:
Population . . . 223,200
Radio homes . . . 62,800
Eff. buying income $175,750,000
Retail sales . . . 145,127,000

KAMD Camden Arkansas
0.5 MV/M area:
Population . . . 209,400
Radio homes . . . 57,900
Eff. buying income $148,142,000
Retail sales . . . 130,589,000

ONE ORDER
ONE CLEARANCE
ONE BILLING
(Sold Singly or in Groups)

For Facts, write
Frank O. Myers, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark., Tex.

THE ARKTEX STATIONS
Serving a rich market in the great Southwest
*From Sales Management

front office

PETER A. CUNEO, operations staff, KDFC-FM San Francisco, named commercial manager as well as manager of Musicast, background music company owned by Sundial Broadcasting Corp., licensee of KDFC-FM.

WILLIAM J. MARTIN, Philadelphia sales representative for *Look*, to radio sales staff, NBC New York.

JOHN E. PEARSON Co., N. Y., station representative firm, appointed by WBBZ Ponca City, Okla.

ROLAND B. VAILE, manager, KVVC Ventura, Calif., joins KORK Las Vegas, Nev., in similar capacity succeeding JACK KEHOE who has resigned.

CHARLIE C. SYLVESTER Jr. to KXYZ Houston, as account executive.

JACK CAMPBELL, sales manager, KSFO San Francisco, and LEN CINNAMOND, assistant sales manager, KYA that city, join KJBS there as account executive.

JOSEPH N. CURL, former New York account executive for Crosley Broadcasting Corp., named account executive in ABC-TV Spot Sales.

EDMUND LYTLE, radio-TV producer-account executive, Western Adv., L. A., to KCSB San Bernardino, Calif., as sales manager.

McKENNA & WILKINSON, Washington, D. C. law firm, moves May 1 to La Salle Bldg., 1028 Conn. Ave., N. W., Telephone is National 2931.

BRANHAM Co., Chicago, station representative firm, moves to 10th floor, 360 N. Michigan Ave.

RUSSELL STEBBINS, CBS Radio sales staff, Chicago, to NBC National TV Spot Sales, same city.

Personals . . .

LAWRENCE W. LOWMAN, vice president, CBS Inc., New York, named head of radio-TV division for city's Cancer Committee. . . . LEE FONDREN, national sales manager, KLZ Denver, has returned to station after week recuperating from minor surgery. . . . Mrs. WAYNE COY, wife of former FCC Chairman WAYNE COY, presented with scroll in recognition of service rendered as chairman of Family and Child Welfare section, United Community Services, Washington, D. C.

E. R. VADEBONCOEUR, vice president-general manager of WSYR Syracuse, to participate in radio-TV symposium May 2 at State U. Teachers College, Geneseo, N. Y. . . . WILLIAM H. SYLK, president, WPEN Philadelphia, will be honored with testimonial dinner by city's Zionist group and Jewish National Fund, May 24. . . . JACK KENT COOKE, owner of CKEY Toronto, presented with second annual brotherhood award of Beth Sholom Synagogue Brotherhood, Toronto, "in recognition of his splendid achievements in the field of humanitarian service."

ABC AFFILIATES
Additions Up Total to 323

SIGNING of five new affiliates for the ABC radio network, bringing the network total to 323, was announced last week by William Wylie, director of radio stations.

The stations are WGGG Gainesville, Fla., whose affiliation was slated to become effective yesterday (Sunday); the Granite State Broadcasting Co.'s WTSL Hanover-Lebanon, N. H., WTSV Claremont, N. H. and WTSA Brattleboro, Vt., all effective May 5, and WHOB Gardner, Mass., also May 5.

WGGG, which has been affiliated with Liberty, operates on 1230 kc with 250 w and is owned by Alachua County Broadcasting Co. with R. M. Chamberlin, president and general manager.

The three Granite State Broadcasting Co. stations are operated under the presidency of W. J. Barkley and the general managership of William F. Rust Jr. WTSL operates on 1400 kc with 250 w; WTSV on 1230 with 250 w, and WTSA on 1450 kc with 250 w.

WHOB, licensed to Gardner Broadcasting Co., also is headed by Mr. Barkley and operated under the general managership of Mr. Rust. It operates with 250 w on 1490 kc.

ABC radio *Bill Tusher in Hollywood*, features unrehearsed interviews with movie personalities.

NATIONAL ADVERTISERS GO LOCAL WITH WINS!

When national advertisers want to get their selling message right down where consumers live and buy in the metropolitan New York market, they use *local* radio.

That means WINS to a blue list which includes:

- Anacin
- Ballantine
- Bayer Aspirin
- Bell-Ans
- Bromo-Seltzer
- Carolina Rice
- Crosley TV & Radio
- Fry's Candy Bar
- Kirkman's Soap
- Ladies' Home Journal
- Manischewitz Wine
- Metropolitan Life Ins. Co.
- Pepto-Mangan
- Phillips Milk of Magnesia
- Rem
- TWA
- 20th Century-Fox
- Union Pacific

You can reach this market economically while it's listening, relaxed. Just buy . . . 1010 WINS . . . it *sells!*

1010 WINS 50,000 watts Day and Night . . . New York
CROSLEY BROADCASTING CORPORATION

"Boy! What a signal we have!"

That's how George D. Roberts, Manager of WSUN, St. Petersburg, Florida, expressed his satisfaction with the performance of two new Blaw-Knox Antenna Towers that help extend the coverage of WSUN's transmitting facilities. These AM and FM* towers, *grounded in salt water* are subject to high winds and unusually corrosive atmospheric conditions. Consequently the extra sturdy construction of Blaw-Knox Types H40 and CH, plus the protection of hot dip galvanizing were prime factors in determining their selection for this site... If you are planning telecasting facilities we would be pleased to discuss your tower requirements at an early date.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh 22, Pa.

**Tower at left is designed to accommodate TV antenna when authorized.*

BLAW-KNOX ANTENNA TOWERS

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

COMPLETE MERCHANDISING WHEN YOU BUY

WSAZ

•

40,000 LINES PER YEAR OF DAILY AND SUNDAY NEWSPAPER SPACE

•

HIGHWAY BILLBOARDS

•

BUS CARDS

•

COURTESY ANNOUNCEMENTS

•

REGULAR MAILINGS TO GROCERY AND DRUG RETAILERS AND WHOLESALERS

•

SPECIAL MAILINGS

•

PERSONAL CONTACTS

•

HOTEL NEWS FLASHES

National Representative:
THE BRANHAM CO.

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

RADIO STATION
WSAZ

air-casters

GEORGE GOLDMAN, copy chief, Zibman Adv., Phila., to WCAU that city, as assistant director of radio promotion. **HOWARD REIFSNYDER,** writer, WALL Middletown, N. Y., to promotion staff, WCAU to handle publicity for station's new radio-TV center.

IRA BLUE, San Francisco sportscaster, to KNBC there for nightly show Monday through Saturday.

ELMER PETERSON, NBC radio-TV commentator assigned role of commentator in Universal-International feature film, *It Grows on Trees.*

PAT KELLY, music librarian, Don Lee Network, to KBIG Hollywood headquarters in similar capacity.

WILLIAM FROUG, director of program writing, Columbia Pacific Network, named program supervisor CBS Radio, Hollywood.

Mr. Froug

ROBERT R. TUFTS, executive staff personnel director, Lever Bros., N. Y., to NBC that city, in personnel department as manager of organization planning.

ALICE FREER, vice president of American Newspaper Women's Club, to substitute for two week period daily for **HAZEL MARKEL,** WWDC Washington women's commentator who is visiting Europe under auspices of Defense Dept.

JACK VALENTINE, vocalist, WBAP-AM-TV Fort Worth, Tex., join WCAU-TV Philadelphia.

ED BROWN, announcer, WSYR Syracuse, called to active duty with U. S. Navy aboard *U. S. S. Storms.*

THOMAS NAEGELE, WATV (TV) Newark art director, named head of art department, WOR-TV New York.

FRANK ATWOOD, farm program director, WTIC Hartford, Conn., to deliver Founder's Day address at U. of Vermont, Burlington, May 1.

BOB MURPHY, WMOA Marietta, Ohio, to announcing staff, WHIZ Zanesville.

GLENN ELLIOTT, WPEO Peoria, Ill., to WANE Fort Wayne, Ind., as disc jockey and promotion director.

HOOPER WHITE resigns as producer at WBBM Chicago to free lance in that city and New York.

STAN DALE, WSRS Cleveland, to WXYZ Detroit.

LEN EAST, KVRN Lexington, Neb., to KMMJ Grand Island, as disc jockey.

ALLAN CURTIS to WWNH Rochester, N. H.

KIT FOX, director of special broadcasting services for WLW and WLWT (TV) Cincinnati, leaves May 9 for month's vacation in Europe.

BILL VOGEL, inventor of trick effects, to CBS-TV New York, as manager of special effects.

BETTY BOWMAN named program director, KDFC-FM San Francisco.

GEORGE McLINN, WIP Philadelphia sports director, presented award by Junior Chamber of Commerce for his contribution to sports.

J. ROBERT HERR, traffic manager, WGAY Silver Spring, Md., has resigned to make extended trip to Australia.

RALPH ROSE, radio program packager, rejoins CBS Radio Pacific Network as writer-director.

HARVEY OLSON, program manager, WDRC Hartford, Conn., elected president of 1952 graduating class of evening division of Hillyer College, Hartford, of which he is a member.

JOHN GAUNT, director, NBC-TV *Red Skelton Show,* received first Behind-the Scenes award from Hollywood Actors Council for technical excellence.

LEE J. HORNBACK, producer-director, *Paul Dixon Show,* ABC-WCPO-TV Cincinnati, to WLWT (TV) that city, as TV producer.

HAL O'HALLORAN, sports editor, KFH Wichita, Kan., father of girl, Kathleen Mary, April 14.

SOX TIFFAULT, pianist arranger, WSYR Syracuse, father of boy, April 16.

GENE WEBSTER, writer-director, Columbia Pacific Network, married Joyce Brown, stockbroker, Shearson Hammill & Co., April 20.

TED NATHANSON, staff director, ABC-TV New York, and **EDITH LANDIS,** writer, ABC-TV that city, were married April 20. Mr. Nathanson is son of **BENEDICT GIMBEL, Jr.,** president-general, WIP Philadelphia.

STEPHEN "HAPPY" ISON, director of folk music, WVOW Logan, W. Va., father of girl, Deborah, April 14.

News • • •

CLIFTON UTLEY, commentator, NBC New York, cited by National Conference of Christians and Jews for contribution to human relations.

SHELDON PETERSON, KLZ Denver news director, re-appointed to board of directors of Denver Press Club for fourth consecutive year.

Mr. Peterson

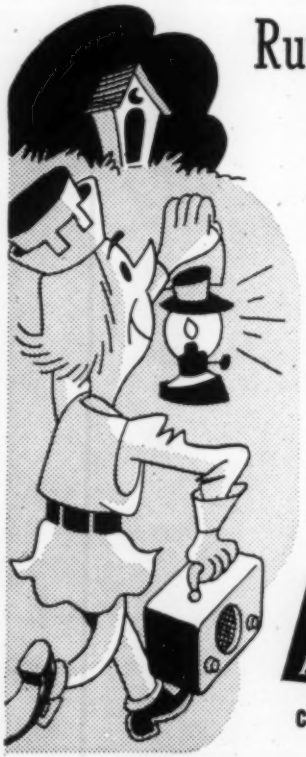
VIC REED, KGO San Francisco director of news and special events, named program operations manager.

WILLIAM WINTER, director of news, KROW Oakland, Calif., joins news and special events department of KGO San Francisco.

STU MacPHERSON, newscaster, WCCO Minneapolis, vacationing in England for several weeks.

ALLAN JACKSON, newscaster, CBS Radio, cited by Minnesota Radio Council for promoting international understanding of news broadcasts.

WBNS Reaches Rural Listeners, Too!



Sponsors know their profits come from rural as well as urban areas. With WBNS Radio you get both! Programs reach out from Columbus to rural areas thickly populated with prosperous farm families which make up a large part of Central Ohio's one-billion-dollar market. They stay tuned because WBNS carries all 20 top-rated programs. Reach rural and urban dwellers more effectively at less cost through WBNS!

WHEREVER YOU GO—THERE'S RADIO

ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM

POWER
WBNS — 5,000
WELD-FM—52,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

TELECASTING

NOW

Harry Wismer on Channel 9, New York

Mon. thru Fri. 7-7:10 P.M.

One of the best sportcasters in America, Harry Wismer, is now on channel 9 — New York's Number 1 sports station.

He "kicks-off" this line-up of evening shows . . .

Sports, Harry Wismer	7:00 P.M.
Weather, Frank Forrester	7:10 P.M.
News, John Wingate	7:15 P.M.
"Broadway TV Theatre"	7:30 P.M.

He's available *now* at low, low cost.

WOR-tv channel **9**
1440 BROADWAY
LOngacre 4-8000

in our 7th year

WGAL

LANCASTER, PENNSYLVANIA

AM
TV
FM

30 years of public service

WGAL — one of the pioneer stations in the nation — grew rapidly into a community public service bulwark. After World War II, FM was added to its facilities. And, in 1949, WGAL brought the thrill of television to its viewers.

WGAL, in the future as in the past, is pledged to operate in the best interests of its listeners and viewers. It is pledged to present the best in entertainment; bring news and sports as they happen; place public service first and always.

WGAL, one of America's complete broadcasting services, will keep faith with its thirty years' heritage.

A Steinman Station
Clair McCollough, Pres.

Represented by

ROBERT MEEKER, Associates

New York Chicago San Francisco Los Angeles

TELECASTING

APRIL 28, 1952

TV HOLDS ITS ACCOUNTS

Cancellers Merely Reshuffle

By FLORENCE SMALL

OF the approximately one dozen television advertisers who cancelled network programs at the end of the past season, at least 10, in direct contradiction to the ensuing chorus of doom-shouters, have or will put their money back into TV or radio in one form or another. That was the finding of a spot check conducted by BROADCASTING • TELECASTING last week.

Reports have circulated widely suggesting the cyclical program cuts represented a symptomatic disenchantment by advertisers with the new visual medium, but an analysis indicates the actions were more in the nature of a realistic reshuffling founded on a firm faith in the selling powers of TV and radio.

Admiral Corp., Chicago, which dropped sponsorship of *Lights Out* (Monday, 9-9:30 p.m. on NBC-TV) is diverting that money into radio-TV coverage of the national political conventions. As a matter of fact, Admiral Corp. will spend $2,500,000 on network TV this year, nearly doubling last year's figure, according to Seymour Mintz, advertising director.

Mr. Mintz said the company dropped *Lights Out* only after contracting for the radio-TV political coverage and election night returns on ABC radio and TV. The company, incidentally, spent $1,322,504 last year on television. Erwin, Wasey & Co., New York, is the agency for Admiral.

Meanwhile *Lights Out* was picked up for sponsorship by Pearson Pharmacal Co., through Harry B. Cohen Adv.

Kaiser-Frazer Sales Corp., Willow Run, Mich., dropped sponsorship of *Ellery Queen* (Sunday, 7:30-8 p.m. on ABC-TV) but has increased its overall TV budget by approximately 25%, according to one executive.

The mystery show was sponsored by both the dealers' and factory money. When the program was dropped, the dealers put their budget into an increased spot radio and television campaign. The factory undertook sponsorship of a segment of *Your Show of Shows* on NBC-TV, along with its spot radio-TV activity. William H. Weintraub Co., New York, is the agency.

Meanwhile, Kaiser-Frazer last week bought participations five times a week in NBC-TV's *Today* morning program (see story page 72).

Bavuk Cigar Co., New York (Phillies cigars), picked up sponsorship of *Ellery Queen* on ABC-TV. Ellington & Co., New York, is the agency.

Esso Standard Oil Co., which dropped sponsorship of its *Alan Young Show* (Thursday, 9-9:30 p.m., CBS-TV), switched its TV budget into sponsorship of local news programs, five quarter-hours a week, in seven markets. Currently, its agency, Marschalk & Pratt, New York, is looking for additional TV local news shows. As a result of the local news coverage in television, Esso is spending more money in television now than it did with the *Alan Young Show* on a limited number of stations.

The 9-9:30 p.m. Thursday night period formerly held by *Alan Young* on CBS-TV has been optioned to American Tobacco Co. for next fall, but the company has not yet decided what show it will place in the time. BBDO, New York, is the agency.

General Foods, New York, which will drop the *Mr. Bobbin* show (Sunday, 7:30-8 p.m. on NBC-TV), is currently deciding on its fall agenda. One plan under consideration is the possibility of increasing sponsorship of its Bert Parks daytime TV show on CBS-TV from its present three times weekly to a possible five times weekly on a quarter-hour basis, or extending the program to half-hours. In addition, GF is considering another evening TV network show for the fall and is looking over program formats, although no time has been bought, for Jell-o.

Meanwhile, General Foods' Swansdown and Sanka coffee are about to sign contracts for sponsorship of TV version of *Our Miss Brooks* which will replace its *It's News to Me* (Friday, 9:30-10 p.m. on CBS-TV). Young & Rubicam New York, will handle the $32,000 *Our Miss Brooks* show for GF while Benton & Bowles, New York, will service the company's *Claudia* program when it resumes in the fall (Monday, 9:30-10 p.m., CBS-TV).

Toni Co., Chicago, which dropped its portion of *Stop the Music* on ABC-TV, put part of that money into the Friday portion of the Kate Smith daytime program on NBC-TV. The move, according to an agency representative, was one of economy and none of the money went into any other medium. Agency: Foote, Cone & Belding.

Hazel Bishop Inc. (Raymond Spector agency) and Regent Cigarettes (Hilton & Riggio agency) cancelled their alternate sponsorships of *Cameo Theatre* on NBC-TV but both advertisers have returned to TV. Hazel Bishop (lipstick) has picked up the Wednesday night, 10-10:30 p.m. period on NBC-TV with its own show, *What Shall I Do*, while Regent switched to daytime TV by sponsoring a portion of NBC-TV's *Today* morning show, three times weekly.

Ekco Products Corp., Chicago, which had dropped part sponsorship of the *Frank Sinatra Show* on CBS-TV, has poured its TV budget

(Continued on page 72)

TOWERS

Joint Meeting Held at FCC

AVIATION, radio-TV, military and government people sat down Friday at an informal meeting to discuss the problems of high TV antennas and their possible effects on aviation safety [B•T, April 7, March 31, 17] and concluded to set up a representative committee to look into the whole subject.

Called by FCC Comr. Edward M. Webster, the meeting attracted more than 40 representatives of the several fields.

General tone was one of amity and expression of hope for continued cooperation between aviation and broadcasting. It was also obvious that aviation people had a number of misconceptions regarding 1,000 and 2,000-ft. TV antennas popping up all over the landscape.

Committee chosen to explore the situation further is comprised of John R. Evans, FCC, and D. D. Thomas, CAA, co-chairman, and the following:

J. J. Quinn, CAB; Col. J. J. McCabe, Air Force; Capt. R. G. Armstrong, Navy; Richard G. Dinning, Air Transport Assn.; Larry Cates, Air Line Pilots Assn.; Max Karant, Aircraft Owners & Pilots Assn.; A. B. McMullen, National Assn. of State Aviation Officials; Thad Brown and Neal McNaughten, NARTB; Arthur Scharfeld and Fred Albertson, Federal Communications Bar Assn.; Robert L. Kennedy, Assn. of Federal Communications Consulting Engineers.

Theme of meeting was set by F. B. Lee, deputy administrator of the CAA, who shared the chairmanship of the meeting with Comr. Webster. TV, he said, constitutes potentially the greatest hazard to air navigation. TV towers and aircraft are competitors for airspace, he said. There, he concluded, it is necessary to work out criteria for the guidance of regional airspace subcommittee which would be "mutually acceptable" to both the aviation and the TV industries.

Same attitude was expressed by retired Air Force Gen. M. W. Arnold, vice president of the Air Transport Assn. The aviation industry, he said, had no thought of inspiring legislation to discriminate against the radio-TV industry. Present method of evaluation by airspace subcommittee must be continued, he declared. He also expressed the opinion that 99% of the cases going to subcommittees would be settled to the satisfaction of both parties.

However, major problems were these, according to Gen. Arnold: High towers in (1) control zones near airports, (2) at or near airways, (3) off airways.

He emphasized that it is up to the airspace subcommittees to make a finding whether a tall tower is a hazard to air navigation, then to determine who should suffer—aviation or TV. Subcommittee finding of a tower as a hazard is not meant to be a flat objection to the tower, he asserted.

Emphasized at the outset by Comr. Webster was the fact that a high TV tower was one of the "keys" for getting nationwide coverage in the FCC's allocations plan issued three weeks ago [B•T,

(Continued on page 72)

ALLOCATIONS

Chances of Appeal Possible

WATCH Pennsylvania, New Jersey, or any of the Gulf States if you want to know where appeals to the courts against the FCC's final allocation assignments are going to be based.

That is the word of legal observers who have studied the bulky "Sixth Report and Order," issued three weeks ago [B•T, April 14].

In each of those states, some major cities failed to get additional VHF assignments because the Commission adhered rigidly to the mileage separation criteria—170 miles.

In one instance, Pittsburgh, another VHF channel would have been 169.39 miles from its co-channel in Columbus, Ohio, these observers point out. In another instance, Jackson, Miss., assignment of a VHF channel could have been made if the Commission was willing to accept 218 mile separation with Pensacola, Fla. Gulf state separation minimums were set at 220 miles by FCC.

Fact that the FCC assigned no VHF channels to the whole state of New Jersey is pointed to by some as cause for a good case against the assignment table. They don't count Newark, whose WATV (TV) is now operating on Channel 13, considering that city part of the New York metropolitan area.

Another court case may be in the works for Madison, Wis., it was learned. There the Commission refused to accept unopposed recommendations that the single VHF channels be reserved for education and the three UHF be made cammercial. The Commission reserved one of the UHF channels for education.

Might Add VHF Stations

Commission attitude was summed up by one Commissioner in this manner: Admittedly, the table makes no compromise with the 170-mile separation figure. But, after a year or so if experience shows that stations could be closer together, then the FCC might entertain a petition to add VHF channels to some cities even though the separations might be less than the 170-mile minimums.

The same Commissioner also pointed out that in many situations, the addition of one more VHF channel to a city still would not make much of a dent in satisfying the expected large number of applicants.

Most Washington lawyers and consulting engineers seem to be resigned to the assignment table, and are busy preparing applications and readying for hearings.

Meanwhile, the Commission staff was busy last week preparing the 700-page document for publication in the *Federal Register*, scheduled for sometime between May 1 and 3.

The order becomes effective 30 days after such publication.

Errors found in the document are almost entirely typographical, it is understood. No major errors have been found.

Big question worrying FCC legal experts is whether it would be possible to seal off a city whose assignments were in litigation. Off-the-cuff opinion is that it might be possible to do so for cities in Zones II or III, but almost impossible in Zone I. Any injunction obtained against the assignments in a Zone I city would necessarily require the "freezing" of that whole northern area, it is felt.

That the end result of a court action could rip up the Commission's table of assignments is considered to be improbable, in the view of some Commission attorneys.

They point out that the most a court usually does in cases of this nature is to remand the order back for further FCC action to remedy a legal oversight or error.

In that case, they point out, the Commission can—and usually does—accomplish what the court orders, but still comes out with the same end result.

'Weak' U. S. Stations

SOVIETS are now claiming that television, which they "invented," is far superior there to that shown in the U. S. "Since November 1948," said commentator I. Gribov, "the Moscow television center has been transmitting images divided into 624 lines. This is the highest standard in the world!" U. S. video pictures have only 525 lines, he added. Also, the Moscow station is able to broadcast more than 100 miles, while the poor, weak American stations do no better than 50 miles, boasted Gribov.

EXAMINER TEAMS

FCC Said to Need 20

TALK of the FCC requiring "20 examiner team," to handle the expected TV hearing mountain, mentioned by Senator Edwin C. Johnson (D-Col.) last week [B•T, April 21], adds up to the need for an extra $750,000 to $850,000 in the FCC budget, according to an informal check at the Commission.

Senator Johnson made his comment following the issuance of the end-of-freeze final TV report, issued by the FCC three weeks ago [B•T, April 14].

A team consists of an examiner (yearly pay about $10,100), an attorney, an engineer and an accountant (each of whom makes about $7,500 yearly). In addition, each examiner has a secretary ($3,900), and each attorney and engineer rates a clerk-stenographer (at $3,500 each).

That adds up at full value to $43,500 per team—or $870,000 for 20 additional "examiner teams."

However, FCC officials are worried that the Senate might just add that amount to the $6,100,000 approved by the House for the Commission's 1953 budget, and assume that it would take care of TV. They point out that the House-approved sum is already $500,000 below the requirements for present operations of the Commission—without taking into account additions for TV.

What the Commission needs, they explain, is at least $13 million above the $6,100,000—to take care of current level of operations and to add 20 "examiner teams" for TV. That still would leave the Commission without extra finances for increasing the field monitoring activities, they say.

NETWORK COMPETITION

Cite VHF Need

IN THE MINDS of network officials, the shortage of cities with four or more VHF channels is going to play hob with the TV network competitive picture.

Analysis of FCC assignments to the top 25 markets, based on the Commission's final TV report issued April 14 [B•T, April 14] shows that only five of those cities have at least four VHF channels: New York, Chicago, Los Angeles, San Francisco and Washington.

The other 20 markets seemingly are shut out from having comparable network affiliates, in the view of observers. They are: Philadelphia, Detroit, Boston, Pittsburgh, St. Louis, Cleveland, Baltimore, Minneapolis-St. Paul, Buffalo, Cincinnati, Milwaukee, Kansas City, Houston, Providence, Seattle, Portland (Ore.), New Orleans, Atlanta, Dallas and Hartford.

Worth of VHF stems not only from the fact that in those cities as of April 21 there are 13,051,219 out of a total of 16,887,589 existing TV sets equipped only for VHF, but also the high powers and antenna height maximums permitted mean extra-wide coverage—at least for many years or until UHF technique is developed to permit equality of coverage with VHF.

Attitude of the FCC on VHF and UHF inequality is this, as stated in the Sixth Report and Order: "Healthy economic competition in the TV field will exist within the framework of the assignment plan."

In a study of the 162 major U. S. markets, as specified by J. Walter Thompson Co. (down to Laredo, Tex., pop. 14,135 families), only six cities have four or more VHF channels (Denver is the sixth city to the five listed above).

Cities among the top 162 markets which have at least three VHF commercial channels number 26, according to a study by one network. There are 53 cities with at least two VHF channels, 45 with one, and 32 with none.

One warning was sounded in the study: VHF in one market may provide VHF service in neighboring cities. Thus, the single VHF assignments in Hartford and in New Haven could provide two VHF services to each of those cities. Likewise, the assignment of a VHF channel to Petersburg, Va., really means a third VHF service to Richmond. Another situation is Dallas-Fort Worth. Dallas is assigned three VHF channels, but one is reserved for an educational station. Fort Worth is assigned two VHF channels. Therefore, the Dallas-Fort Worth market will actually be getting four VHF signals.

A comparative study of the first 25 markets is listed at left.

* * *

ASSIGNMENTS TO TOP 25 MARKETS
(According to J. Walter Thompson Co. Market Listing)

City	Assigned VHF	Assigned UHF	In Use (all VHF)	Available VHF	Available UHF	No. of TV Sets (as of 4/21/52)
1. New York	7	2	7	..	2*	3,059,400
2. Chicago	5	5	4	1*	5	1,116,386
3. Los Angeles	7	3	7	..	3*	1,232,000
4. Philadelphia	3	4	3	..	4*	1,031,966
5. Detroit	3	3	3	..	3*	750,000
6. Boston	4	3	2	2*	3	873,761
7. San Francisco-Oakland	5	5	3	2*	5	348,500
8. Pittsburgh	3	3	1	2*	3	389,000
9. St. Louis	4	3	1	3*	3	390,500
10. Washington	4	2	4	..	2*	354,129
11. Cleveland	3	3	3	..	3*	605,329
12. Baltimore	3	3	3	..	3*	380,263
13. Minneapolis-St. Paul	5	2	2	3*	2	321,400
14. Buffalo	3	3	1	2	1	258,940
15. Cincinnati	3	3	3	..	3*	342,000
16. Milwaukee	3	3	1	2*	3	328,084
17. Kansas City	3	3	1	2	3*	201,846
18. Houston	3	3	1	2*	3	127,500
19. Providence	2	2	1	1	2*	205,000
20. Seattle	4	2	1	3*	2	139,800
21. Portland (Ore.)	3	3	..	3*	3	.....
22. New Orleans	3	4	1	2*	4	250,000
23. Atlanta	3	2	3		2*	185,000
24. Dallas	3	3	2	1*	3	160,415†
25. Hartford	1	2	..	1	2*	.....
Total	90	74	58	32	72	13,051,219

* One channel reserved for noncommercial, educational station.
† Total for Dallas-Fort Worth. Fort Worth is assigned two VHF and two UHF channels, with one UHF assignment reserved for education. There is one VHF channel in use in Fort Worth.

SPONSORS

Should Re-Focus on Commercials

IF ADVERTISERS and their agencies paid more attention to the commercials on their TV shows and less to the entertainment, program ratings might decline but sales would almost certainly improve, according to Jack Boyle, director of television research for Daniel Starch and Staff.

Citing studies of sales effectiveness of video commercials made by the Starch organization, Mr. Boyle told BROADCASTING • TELECASTING that the range in the number of new buyers created by telecast advertisement for competing products is far wider than is true for ads in printed media.

There is little correlation between size of audience and sales effectiveness for TV programs, he reported, with some relatively low rated programs producing many more customers for their sponsors' products than other programs with higher ratings.

Cites Comparisons

To demonstrate his thesis, Mr. Boyle cited comparisons of the sales effectiveness of TV commercials for various brands of toilet soaps, deodorants, refrigerators, toothpastes and beers. Sales effectiveness, he explained, is measured by asking all persons interviewed whether they would buy the particular product. If 40% of those who had seen the TV commercial said they would buy the product but only 10% of those who had not seen the TV commercial said they would, the difference (30% in this case) can be attributed for the most part to the sales effectiveness of the commercial.

Projecting the sales effectiveness figures to the total number of TV families gives the number of additional people who said they would buy the product, presumably because of the influence of its video advertising. The following table shows the product with the highest and lowest sales effectiveness figure in each product group, accompanied by the rating (size of audience) of the network TV show on which each product was advertised.

Ratings are Hooper TV figures, averaged for New York, Philadelphia, Boston and Chicago, the cities in which the Starch interviews were made.

TV Advertised Product	TV Program Rating (±)	TV Commercial Effectiveness (±±)
Toilet Soap		
Brand A	20	65
Brand Z	26	19
Deodorant		
Brand A	22	118
Brand Z	39	6
Refrigerator		
Brand A	23	59
Brand Z	16	6
Toothpaste		
Brand A	20	65
Brand Z	13	12
Beer		
Brand A	24	75
Brand Z	21	6

(±) Percent of all TV homes tuned to the program.
(±±) Additional people per thousand TV homes who said they would buy product after seeing TV advertising.

"The explanation," Mr. Boyle said, "is largely a matter of attitude on the part of the advertiser and the agency. In newspaper and magazine advertising the client and his agency have traditionally focused their efforts on producing advertising copy. Circulation and the editorial contents of the publication that attracted the readers comprising that circulation were important, but they were not the responsibility of the advertiser and agency.

"With the development of broadcast media—first in radio and now in television as well—that focus has changed. The program sponsor is concerned not merely with the sales message—the advertising matter—but with the program content—the circulation-building editorial material—as well. In many cases, the copywriter, traditionally the star of the agency's creative team, is relegated to the sidelines while the program people monopolize the spotlight.

"This concentration on program content—on circulation, if you please—is demonstrated by the attention that has been lavished on program ratings by advertiser, agency and broadcaster alike. 'How many people saw or heard my program' has frequently been made more important than 'how many people bought my product as a result of seeing or hearing my program.'

"I don't mean to say that circulation is not important and that program ratings which measure that circulation are not also important. Obviously, the best commercial in the world would have no effect if no one saw it or heard it.

"But sales are important, too. And, in these days when costs must be measured in terms of results, a shift of attention back to the advertising message, which after all is the first responsibility of advertising personnel, might be profitable all 'round. The advertiser would get sales commensurate with his expenditures for TV time; the agency would not have to worry about holding the account and could concentrate on making the broadcast commercials even more effective; the station or network could concentrate on building audience without worrying about losing the advertiser's business."

TRANSMITTERS

DuMont Models Reported

TWO NEW DuMont high power TV VHF transmitters, one a 25-kw model for Channels 2-6, the other a 50-kw unit for Channels 7-13, providing the maximum TV station coverage under the new FCC rules, were announced Wednesday by James B. Tharpe, national sales manager for the TV transmitter division of DuMont Labs.

The announcement was made at the opening of the division's New York sales office in the Empire State Bldg., where the transmitter salesmen were host to newspaper executives in the city for the annual ANPA convention.

Mr. Tharpe said the price of the 25-kw transmitter, less than $100,000, "will make maximum power TV stations available to smaller markets than had heretofore been expected." He also pointed out that this transmitter requires only about half as much floor space as competitive models, simplifying station planning and reducing costs further. Mr. Tharpe indicated the new transmitters will be timed for delivery to follow FCC grants of higher power as specified in the final allocation report [B•T, April 14].

Loughren To Speak

A. V. LOUGHREN, director of research, Hazeltine Corp., is to discuss the status of the National Television System Committee's "composite" compatible color television system at a meeting of the New York section of Institute of Radio Engineers on Wednesday evening. Meeting will be in the Engineering Societies Bldg., 33 W. 39th St., New York.

Schlitz Signs PSI-TV

CONTRACTS have been signed with Paul White, president of PSI-TV, production and distribution company in television film programming, for that firm to supervise and distribute the Schlitz *Playhouse of Stars* for Lennen & Mitchell, advertising agency, it was announced last week by Edwin B. Self, director of advertising of Joseph Schlitz Brewing Co., Milwaukee. The program will be cut to a half hour (CBS-TV, Fridays, 9-9:30 p.m.) effective May 30.

WSAZ-TV BID

Asks Channel Change

FIRST application for a change of frequency by one of the 30 existing stations required to do so under the FCC's final TV allocation report [B•T, April 14] was filed last week by WSAZ-TV Huntington, W. Va.

WSAZ-TV requested permission to move from present Channel 5 to Channel 3, boost effective radiated power from 16.8 kw to 84 kw. It reported that the move will cost $91,000 and also said that 1951 earnings after taxes were $183,185. In 1950, station had net after taxes of $3,089.70, application disclosed.

New equipment has been ordered for July 15 delivery, and the West Virginia station hopes to be on its new channel with new power thirty days thereafter.

Single new application was by New York's WNYC. Municipal station filed for commercial UHF Channel 31, specifying that it would operate non-commercial (see story page 70).

Among those announcing plans to file was WSIX Nashville, which proposes to seek Channel 8 with 316 kw, spend more than $500,000, it reported. KFWB Los Angeles has told its Washington counsel to file for a UHF channel in Los Angeles. Lone Washington commercial UHF channel got its second contestant when WEAM in suburban Arlington, Va., announced it would seek the Washington channel in order to "serve a northern Virginia area separate and distinct from the service now available in the District." Previously, WGMS Washington had announced it was filing.

WGAR Cleveland announced that it was preparing an application for UHF Channel 65 with an ERP of 100 kw. The transmitter location would be on the 50 acres of land owned by WGAR in Broadview Heights, Ohio. There would be an additional studio in the Hotel Statler. Estimated cost is $700,000.

television applications

Digest of Those Filed With the FCC April 18 through 24

Boxscore	VHF	UHF	Total
Applications filed since April 14	11	5	16

NEW YORK, N. Y.—City of New York Municipal Bcstg. System, UHF Ch. 31 (572-578 mc), ERP 186 kw visual; antenna height above average terrain 587.2 ft., above ground 625 ft. Estimated construction cost $335,000, first year operating cost $200,000, no revenue because station will be operated as non-commercial. Studio-transmitter location Municipal Bldg., 40° 42′ 47″ N. Lat., 74° 00′ 14″ W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington, D. C. Applicant is licensee of WNYC-AM-FM New York. **Seymour N. Siegel,** director; **William H. Pitkin,** chief engineer.

Existing Station
Change in Channel

WSAZ HUNTINGTON, W. Va. — WSAZ Inc., Ch. 3 (60-66 mc), ERP 84 kw visual; antenna height above average terrain 593 ft., above ground 349 ft. Estimated construction cost $91,000, first year operating cost $650,000, revenue $850,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Engineer Leroy Kilpatrick, WSAZ-TV. Applicant is licensee of WSAZ. Application is for change in frequency from Ch. 5 (76-82 mc), as required under provisions of FCC Sixth Report & Order [B•T, April 14].

'FABULOUS' PROFITS

Seen in Theatre TV

TELEVISION will be installed in every motion picture theatre in the country, and profits on the hiked-admission events will be "fabulous."

This was the prediction of Nathen L. Halpern, president of Theatre Network Television Inc., as he spoke to members of the Society of Motion Picture and Television Engineers meeting for its four-day 71st semi-annual convention in Chicago's Drake Hotel last week.

Mr. Halpern, speaking Monday evening after the opening sessions, discussed theatre TV from four viewpoints—(1) industrial development, (2) programming, (3) public reaction and (4) program distribution.

Envisioning a future with TV installations in some 20,000 more theatres, contrasted with the present 75 houses in 37 cities which are equipped for TV, Mr. Halpern said one of the greatest limitations to growth of the medium has been a lack of telephone relay facilities for networking.

Summarizing a plan of his company, Theatre Network Television, to telecast nine special features from March 3 to April 13, Mr. Halpern said the proposed schedule was cancelled because American Telephone and Telegraph was unable to clear lines to 23 metropolitan areas. Total number of clearance requests was 207, with AT&T able to furnish only 56 or 27%, Mr. Halpern said. He added that the phone companies "have shown increasing understanding of the theatre TV facilities needs" and he anticipates AT&T will "free more facilities" in the future.

Discussing potential profits to theatre owners, the speaker outlined the case of one motion picture house in New York which was among a group carrying six fights exclusively last summer. The house had 3,000 seats. Net receipts at $1, $2.40 gross admission and a sellout with 473 buying standing room came to $7,500 after taxes. Of this, total TV costs were $4,000—considered high because of the small number of theatres in the network—leaving a $3,500 profit for the exhibitor. "The deduction of normal house expenses and film distributor costs still left this exhibitor with a whopping profit for a single theatre TV show," Mr. Halpern said.

Theatre TV Costs

Discussing theatre TV costs, he noted that exhibitors have upped their box office charges considerably since the advent of the medium, in one case from 54 cents to more than $2.00. He said there was one instance of concession sales during a telecast going up 400%.

Success of theatre TV depends to a large degree, he said, on superior events which are "(1) exclusive, (2) promoted well and (3) telecast regularly."

Profits will be high for theatres with TV installations because the investment as well as operating losses are relatively small, even with a few theatres participating in the plan. Costs will drop even lower with addition of more outlets. He contrasted costs of commercial telecasting to some sets, saying networks and stations "made large-scale investments and sustained high losses for years" before making any money.

The "relatively small losses" recorded thus far in theatre TV are attributable to (1) few theatres sustaining costs of big-time attractions, (2) absence of a regular year-round flow of programs and promotion, and (3) pricing policies followed by theatre men.

All speeches and technical sessions on opening day of the convention concerned television, beginning with a luncheon address by W. R. G. Baker, vice president of General Electric Co. and general manager of the electronics division. Mr. Baker outlined work of the Radio-Television Manufacturers Assn. National Television System Committee, saying the color TV standards report of the committee will be released this fall after completion of field tests during the summer.

Eleven technical sessions of television engineering matters took place Monday afternoon and evening.

SET SHIPMENTS

February Total 434,808

TELEVISION receiver shipments to dealers totaled 434,808 sets in February compared to 619,122 in the same month of 1951, according to Radio-Television Mfrs. Assn. The figure compared to 371,689 sets shipped in January.

RTMA's breakdown shows that TV sets were shipped to all 48 states during February, the largest total, 100,996, going to New York and the lowest, two, going to North Dakota.

GLOBAL TV PLAN

Sen. Capehart Supports

FOREIGN countries should hitch their wagon to the American electronics star by adopting U. S. TV standards as a prerequisite to any global television plan, according to Sen. Homer E. Capehart (R-Ind.).

In an article appearing in the April 15 issue of *Television Opportunities* magazine, Sen. Capehart declared "there should be no question in any nation's mind as to the adoption of our standards." He commended Japan for accepting U. S. video standards (525 lines, 60 fields, 6 mc) and expressed hope other countries would follow suit [B•T, April 7].

Further in the article, which was reprinted in the April 17 *Congressional Record* on Capitol Hill, Sen. Capehart is quoted as stating:

"We have wasted a lot of money on the Voice of America. It can never be as effective as television as a medium for message and information. . . . The American people have spent more than $4 billion in the purchase of sets as proof of their confidence in our [TV] standards."

TECHNICIAN NEED

Seen for Servicing, Stations

A NEED for 170,000 new TV technicians was predicted by Leonard C. Lane, president of the Radio-Television Training Assn., last week when he spoke before a meeting of the association held to appraise the TV freeze end.

"Estimating five or six service calls per set per year—a reasonable figure in view of use of the lesser known UHF band—as many as 100,000 new servicemen may be required for repair of the 30-40 million new TV sets Americans will be buying in the next four or five years," Mr. Lane said.

In addition, he anticipated that 10-40 technicians, exclusive of graduate engineers, will be needed to man each of the 2,000 possible new transmitters, plus 20,000 extra technical personnel for expanded TV manufacturing operations.

BOB FINKLE, staff director of ABC-TV Hollywood *Personal Appearance Theatre* and *The Ruggles*, has been signed to seven year contract by the network.

N. Y. FILM ASSN.

16 Set Up Organization

FORMATION of the Film Producers Assn., consisting of 16 of the top non-theatrical film producers in the New York area, was announced last week by Peter J. Mooney, who was elected president.

Other officers are David Pincus, vice president; Edward Lamm, treasurer, and Walter Lowendahl, secretary.

Purpose of the association initially will be to halt the movement to the West Coast of work normally of a non-Hollywood nature, and to provide an authority for identifying reputable film producers as bona fide business organizations. Members of the association, currently producing educational and business films and TV commercials, also plan studies on producing complete TV programs, on labor problems involved in eastern film production, and on development of TV financing through banks.

Member companies are Audio Productions, Pathescope Co. of America, Willard Pictures, Video Varieties, Transfilm Incorporated, Leslie Roush Productions, John Bransby, Caravel Films, Sound Masters, Films for Industry, Paul Hance Productions, Murphy-Lillis, Herbert Kerkow, Affiliated Film Producers, William J. Ganz Co., and Film Graphics.

THEATRE TV

Channel Requirements Presented to AT&T

REQUIREMENTS for a theatre TV transmission system were submitted to AT&T last week by the National Exhibitors Theatre Television Committee and the Motion Picture Assn. of America.

The specifications, some of them more stringent than now used in commercial TV networking, were submitted to AT&T in conjunction with the request of the FCC for data on the availability of common carrier facilities for theatre TV earlier this month [B•T, April 7].

Theatre TV hearings were postponed from May 5 several weeks ago by the FCC due to the "pressure of other business" [B•T, April 14]. It is expected the Commission will set another date in the near future.

Specifications submitted to AT&T last week cover performance standards, pricing basis and typical system requirements. Among the requirements are:

1. A 10 mc bandwidth video signal, compared to commercial TV's 4.5 mc.

2. Amplitude and phase response of the video signal much stiffer than those used in commercial TV.

3. Signal-to-noise ratio of the video signal not less than 46 db for black-and-white signals and 42 db for field sequential (CBS) color signals. Commercial TV signal-to-noise ratios for networking run about 40 db for monochrome, it is understood. For periods of fading, minimums of 41 db for monochrome and 37 db for color are specified.

4. Linearity shall not exceed 10% of the difference between black and white levels. Commercial TV networking has no such requirement, it is understood.

5. Audio signal shall be equivalent of Class AA intercity lines (up to 8 kc) and signal-to-noise ratio of 50 db shall be maintained.

Document suggests that a tariff for theatre TV program transmission should provide for a minimum of three hours consecutive use during any period of the day.

New York to Washington theatre TV system is used as an example of how an intercity system might work. Theoretical system includes six reversible channels running from New York through Trenton-Philadelphia-Wilmington-Baltimore to Washington. Single reversible feeder channels run from Philadelphia to Atlantic City, Allentown and Reading.

Needs in Washington

Example was amplified to show what distribution requirements would be in Washington. Six groups of theatres are listed, comprising roughly 15-20 in each group, and the necessary links are specified for each group.

Document, which asked for answers in 60 days, was prepared by the Toeppen Co., Beverly Hills, Calif., in conjunction with Washington consulting engineers McIntosh & Inglis and Jansky & Bailey.

RESERVATIONS

Walker Warns Educators

"THERE is sometimes only a very fine line between deliberation and procrastination," FCC Chairman Paul A. Walker warned educators attending the first educational TV program institute at Pennsylvania State College last week.

Chairman Walker was one of the speakers at the conference, attended by 80 educators, which ran April 21-24. His talk was much along the same line as the position he and Comr. Frieda B. Hennock took at the convention of the Institute for Education by Radio-Television in Columbus [B•T, April 21].

Urging educators not to delay too long in applying for one of the 242 non-commercial, educational TV channels reserved for them, Chairman Walker warned:

"These precious television assignments cannot be reserved for you indefinitely. They may not even be reserved for you beyond one year unless you can give the Commission concrete, convincing evidence of the validity of your intent. . . .

"Yes, at the end of one year from the effective date of this report [the final TV report issued by the FCC April 14], anyone may request the Commission to change the educational assignment in your community to a commercial assignment."

Cooperation on an area-wide basis among educational institutions for the establishment and operation of an educational TV station was hailed by the FCC chairman.

"In the first place, cooperation between all the educational institutions in the 40- to 70-mile radius of your television station should certainly go a long way toward solving your financial problem," he said.

"In the second place, such cooperation in and of itself may bring a new concept of the greater sharing and utilization of all the educational resources of the area—even beyond the field of television," he added.

The four-day seminar was sponsored by the American Council on Education, with financial support provided by the Fund for Adult Education of the Payne Fund, and by the Alfred P. Sloan Foundation.

Purpose of the conference was not only to explore the use of the reserved educational channels but also methods of using time on commercial TV stations.

Various types of educational programs were shown the educators—kinescopes, films and live. RCA provided a mobile crew which assisted in presenting the demonstrations.

Among suggestions which cropped up during the spirited discussions was the creation of a National Commission for Educational Television.

Dr. Arthur S. Adams, president, American Council of Education said that such a commission "could be of great help to colleges planning television stations.

"It would be particularly helpful in programming, in obtaining the opinions of the general public and in arranging means of financing." No formal action was taken on this suggestion.

A major impression was made by Dr. John S. Millis, president of Western Reserve U., who related his experience in educational programs—for college credit — on WEWS (TV) Cleveland.

Educators were impressed with Dr. Millis' findings that courses presented via TV in Cleveland have an audience of 50,000. They also found significance in the large number taking the courses for credit, paying fees and actually finishing the course. The proportion was said to be much higher than the average in the more conventional university extension courses.

Among other speakers were Dr. Allen B. DuMont, who reviewed the history of TV and expressed confidence in the future of UHF; and A. S. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., who said that CBC's first two TV stations—in Montreal and Toronto—would begin operation this fall.

Consensus of those present was that finances for building TV stations are not nearly as important as the large sums necessary to operate.

D. C. EDUCATORS

Weigh UHF Channel Use

WASHINGTON, D. C., educators gathered last week to examine the prospect of cooperative use of the one reserved UHF channel allotted to Washington.

Representatives of 15 Washington educational institutions lunched at George Washington U., at the invitation of Dr. Cloyd Heck Marvin, GWU president. Dr. Marvin, who presided at the meeting, felt that a TV station could be made into a definite educational instrument which could best be shared by all, instead of being the teaching instrument of one.

Such a station, he suggested, might be more free to undertake experiments in the educational use of TV.

Summarizing arguments against the venture, Dr. Marvin pointed out that cost of operation of this kind of station has been estimated at a minimum of $600,000 a year and would require an initial outlay for construction of $400,000 to $800,000.

Henry N. Peterson, chief librarian, D. C. Public Library, said that the opportunity to obtain a TV station should not be ignored but also called for study of the possibility of purchasing time on existing commercial TV stations.

A committee was appointed to set up subcommittees to investigate particular phases of the problem.

WISCONSIN GROUP

Studies TV Allocations

WISCONSIN State Radio Council has been asked to study the FCC allocation of 51 television channels, 12 of them educational reservations, in 31 state communities and has examined an engineering plan which could provide state-wide TV series, Prof. H. L. Ewbank of U. of Wisconsin, director, said last week.

Whether Wisconsin is to have a television service under educational auspices is a matter for the people to decide, Mr. Ewbank said. "Without a mandate from the people we cannot act." He said the council would welcome expressions from state groups and individuals concerning their wishes.

KANSAS SCHOOL TV

Planned by Institutions

KANSAS will have an educational television service if the plans of joint committee representing two state educational institutions are realized, according to Chancellor Franklin D. Murphy of Kansas U. and President James A. McCain of Kansas State College.

The Kansas educators said the committees for several months have been exploring "ways and means for efficiently, intelligently and economically bringing a first class television service to . . . Kansas."

Kansas State College has telecast experimentally for years, with a low-cost unit, and Kansas U. Medical Center's permanent day-by-day closed circuit TV system was first used in September 1949.

IERT SESSION

Educators Fret Over Funds

By JOHN OSBON

. . . The Commission has placed a heavy burden of responsibility upon educators throughout the country. Educators now have the primary duty to see to it that this golden opportunity of TV is taken advantage of and that . . . stations are built as soon as possible. . . . Their failure to meet the challenge of these television assignments will be a huge "black eye" which they will be forced to wear, without honor, for a long time to come. . . .—FCC Comr. Frieda Hennock before the Institute for Education by Radio-Television April 18.

* * *

WITH this somber note of warning and evident concern over the one-year time limit on applications for educational TV reservations, Comr. Frieda Hennock raised the storm flag for educators at the 22d annual Institute for Education by Radio-Television in Columbus, Ohio.

Whether educational groups would rally around the flag appeared questionable as the four-day conference closed April 20.

"The most important thing now is to get applications to the Commission for construction permits," Comr. Hennock told a ballroom-packed audience. "Therefore, educators in every city affected must, as soon as possible, begin the work necessary for the filing of such applications. But first, the decision to build the stations must immediately be made and some enlightened public-spirited and enterprising person in each city must take the lead in getting the necessary preparatory staff work completed."

Comr. Hennock dominated two sessions on educational TV April 18—one a clinic on utilization of channels, for which she gave a prepared talk, and a second general meeting in which she was active from the floor. Additionally, she reportedly was closeted with several educators in side discussions to offer advice on their particular problems.

At one point, Comr. Hennock said: "Don't worry about money too much—just get in those applications." She also told IERT members, in response to a question, there would be sufficient dual-band VHF-UHF receivers available for educators to start operations, just as with commercial telecasters.

In this connection, Comr. Hennock blurted out: "We seem to have no jurisdiction over set manufacturers, which perhaps is a grave defect." She urged educators to apply in any event even if their funds situations haven't firmed up yet and even if they could program only short periods each day. This also was the position taken by the Joint Committee on Educational Television and Ralph Steetle, its executive director.

Comr. Hennock stressed the urgency of filing for the 242 educational reservations, of which 80 are for VHF, and at times directed implied criticisms at educators for their failure to get down to grass-roots level in their thinking. Her warnings were coupled somberly with references to "those who

(Continued on page 64)

SARNOFF

Honored With First RTMA Award

BRIG. GEN. David Sarnoff, RCA chairman of the board, has been selected by the Awards Committee of Radio-Television Mfrs. Assn. to receive the first RTMA award for outstanding service to radio and television.

Designation of Gen. Sarnoff as recipient of the industry's award was announced Thursday at a meeting of the RTMA board of directors, held in Niagara Falls, Ont. The board met again Friday in joint session with the Canadian RTMA board.

Gen. Sarnoff

Leslie F. Muter of Muter Co., Chicago, is chairman of the Awards Committee as well as RTMA treasurer. Mr. Muter announced that Gen. Sarnoff was the unanimous choice of his group.

The awards project was set up by the RTMA board at its New York meeting last February as a means of recognizing exceptional contribution to the electronic industries. Presentation will be made to Gen. Sarnoff June 24 at the annual summer meeting of RTMA, to be held in Chicago.

RTMA's board heard a series of reports from committee and division heads. Joseph B. Elliott, RCA Victor, chairman of the Sports Committee, said the committee had recommended expansion of the program designed to promote attendance at athletic events.

Thus far the committee has conducted special seasonal promotions for such major sports as baseball and football. The committee feels the program should be enlarged and put on a year-round basis. Promotion of sports events will be worked into industry advertising on a more permanent basis.

Mr. Elliott reported that the recent Jordan report, showing TV actually helps rather than hurts attendance at sports events, had received widespread and favorable reception [B•T, April 21, 7].

Dr. W. R. G. Baker, General Electric Co., on behalf of National Television System Committee, reported that the committee's field testing of a proposed set of color TV standards was proceding satisfactorily. Field testing has been conducted in Philadelphia, New York and Syracuse.

The RTMA Advertising Committee reported that test promotion campaigns designed to stimulate FM listening and set sales were proceding satisfactorily. The committee reviewed tests conducted in North Carolina, Wisconsin and District of Columbia.

Next promotion will start in early May, covering Upper New York State. It will include AM as well as FM promotion. John H. Smith Jr., NARTB FM director, met with the committee in New York last Tuesday.

Future tests are to be confined to localized areas where FM "offers something that AM doesn't." This was believed to mean the promotions will cover areas where reception is bad or FM offers program service not available on AM stations.

A score of areas have requested FM promotion campaigns under joint RTMA-NARTB-distributor-dealer auspices but they will be required to show a special need for FM service. FM broadcasters will be expected to take the initiative and set up their own specialized promotion committees.

Group Members Announced

Mr. Muter, chairman of the RTMA Convention Committee, announced membership of the group as follows: Charles Hofman, Belmont Radio Corp., co-chairman in charge of entertainment; A. D. Plamondon Jr., Indiana Steel Products Co.; J. J. Kahn, Standard Transformer Corp., and Robert S. Alexander, Wells-Gardner & Co.

A nominating committee was named to submit nominees for RTMA officers other than the presidency. Glen McDaniel, RTMA president, is serving a three-year term. The committee comprises Max Balcom, Sylvania Electric Products, chairman; Paul Galvin, Motorola Co.; Mr. Muter. All three are ex-presidents of RTMA.

The Canadian RTMA board was invited to join the U. S. board at a joint meeting to be held April 16-17, 1953, at the Ambassador Hotel, Los Angeles.

HONORS NBC-TV SHOW

Steelman Cites 'Battle Report'

NBC-TV program, *Battle Report—Washington*, intended to keep the public better informed on the Korean war and the world-wide fight against communism, was commended by Presidential Assistant John R. Steelman last week.

"Before *Battle Report* becomes a part of the tradition of a free people," Mr. Steelman said, "let me say once again how greatly indebted we, who have had a share in it, feel toward NBC. At no cost to the government whatsoever, and at great expense to itself, NBC brought you [the public] programs simply because it saw them as a service to you, the people."

The series, which started Aug. 13, 1950, and ran for 86 programs, ending April 20, was produced by Theodore Ayers, written by Lou Hazam, and narrated by David Brinkley.

'COMEDY HOUR'

C-P-P May Film Series

IF COSTS can be held to the same level as live telecasts Colgate-Palmolive-Peet will film the weekly NBC-TV *Comedy Hour* next fall, eliminating kinescoped West Coast repeat.

Leslie Harris, C-P-P radio-television director in Hollywood, is exploring facilities and costs. He said he was certain filming would be done if the required AFM 5% trust fund formula setup for live music on TV film is eliminated.

The budget has been set at $5,500,000 for 39 *Comedy Hour* shows starting Sept. 21, it was said. With Bob Hope added to the comedy line-up and Donald O'Connor and Eddie Cantor receiving increased salaries, production and time costs per show will be about $125,000 next season as compared to the current $97,000. Mr. Hope is to receive $40,000 per telecast and supply added talent and writers.

Under the schedule setup for next fall on a rotating basis, Mr. Hope is to do 10 telecasts, with Martin & Lewis, Abbott & Costello and Donald O'Connor doing six each and Eddie Cantor 11.

NEWS RIGHTS

Don't Telecast Suspects

POLICE should not permit suspects to be telecast, in the opinion of Milton E. Winslow, superintendent, Bureau of Identification, Minneapolis Police Dept. Superintendent Winslow's views were cited in the April *Vermont State Trooper*.

The state legal department was quoted by Mr. Winslow as stating that it is the duty of the police to refuse to permit any prisoner in custody to be telecast, prior to conviction.

Doing so, the state authority continued, would subject police to damage suit action by the prisoner.

Discussing background which brought forth the opinion, Mr. Winslow said, "Lately, and I presume many other (police) departments are faced with the same situation, I have been pestered by the television stations wanting to, and sometimes demanding that sensational arrests be televised."

RAYBURN BAN

Press and Broadcaster In Same Boat—Koop

EFFORT to rescind House Speaker Sam Rayburn's ban on telecasting of Congressional sessions, and prevention of similar future rulings from either federal or local government officials, is the concern of the newspaper editor as well as the telecaster.

That is the opinion of Theodore F. Koop, associate director of news and public affairs for CBS, Washington. Mr. Koop made his statement during a panel discussion on "The Impact of Television on News Reporting," one of five subjects explored at the American Society of Newspaper Editors convention in Washington April 17-19.

Mr. Koop said bright lights at congressional hearings are not TV lights, and reiterated the cry of telecasters that TV cameras need no extra light with which to satisfactorily operate. The radio microphone should not bother witnesses, he said, since it is already there for the PA system.

"Freedom is your fight, too," he told the editors.

Appearing with Mr. Koop on the panel were Dr. Ralph Casey, head of the Journalism Dept., U. of Minnesota; Davidson Taylor, NBC and Wallace Lomoe, managing editor of the *Milwaukee Journal*. Moderator was George Cornish, managing editor of the *New York Herald Tribune*.

Mr. Taylor agreed with Mr. Koop by asserting that television should have the right to cover a news event which is covered by any other media.

"It is no longer freedom of the press, but freedom of news," Mr. Taylor declared.

★

In addition to describing some of the preparations for TV coverage of the Chicago political conventions, Mr. Taylor listed the needs of a TV station's news department.

"Television is looking to experienced newsmen from established news media," he said. "TV needs men who have the skill to integrate the picture and the sound; who can look for, and point out, the significant gesture, facial expression or portion of a speech."

He said the presentation of news on-the-spot makes the viewer a reporter. Unfortunately, most viewers are not trained as reporters and don't know what to watch for, he said.

Dr. Casey presented findings of various surveys which purported to show that readership of newspapers does not differ significantly between television homes and non-TV homes. He said readership declined least among morning papers in TV homes.

TV owners of more than a year return to their papers, Dr. Casey claimed.

But he asserted that the longer a newspaper reader has a TV set, the less he listens to the radio.

During the discussion period open to comments from the floor, James S. Pope of the Louisville *Courier-Journal* and the *Times*, and chairman of ASNE's Freedom of Information Committee, replied to Messrs. Koop and Taylor's plea for coverage of news events by all media.

Mr. Pope said his committee had decided that the important thing was the elimination and prevention of closed, secret meetings, and not whether TV should be allowed now. He predicted that the problem of restricted TV coverage would resolve itself within two years.

An Open Letter to WWL Concerning Television In the New Orleans Market

We believe that you have done a commendable service for the development of television in New Orleans by clearly stating your position with respect to your request for the assignment of Channel 4.

Community Television Corporation also believes that additional television stations on both VHF and UHF should be established as soon as possible in New Orleans thereby giving New Orleans the widest possible choice of television programming.

Community Television Corporation, which consists of 75 local stockholders including many business men active in the civic, financial and social life of New Orleans, is filing an application for TV in New Orleans and will specify Channel 26.

As you did, we also want to let everyone interested in filing an application for TV in New Orleans know of our plans in advance. Our belief is that by so doing others who may be preparing applications for a television station in New Orleans will have sufficient notice and will see fit to file their applications specifying the remaining, unapplied for channels in this community, thereby avoiding bickering, and long drawn-out hearings and delays.

We, too, are going on record in not trying to outguess other applicants. Our decision to file on Channel 26 is made and it is our intention to adhere to this request.

We are joining with you in the spirit expressed in your forthright position in announcing your intentions with respect to television, and we do so with the same desire of expediting the processing of television applications for New Orleans and the bringing of additional TV service as soon as possible in its full measure of enjoyment to our fellow citizens.

COMMUNITY TELEVISION CORPORATION

505 BARONNE STREET NEW ORLEANS, LOUISIANA

JULES J. PAGLIN, PRESIDENT — STANLEY W. RAY, JR., V. PRES. AND GEN. MGR.

IERT Session

(Continued from page 61)

would profit by education's failure here."

Comr. Hennock stressed that if educators don't use their VHF assignments, "commercial interests will soon find out how valuable they are and they'll apply." She noted non-commercial educational TV efforts of certain universities, (Syracuse U., etc.).

Seymour Krieger, counsel for the Joint Committee on Educational Television, emphasized urgency, too, but strongly advised educators to consult FCC's rules before organizing and starting stations. Other facets he urged in referring to applications, were data on time, programming and engineering. Closed circuit TV also cropped up.

JCET has estimated that more than 15 organizations may file this year for educational outlets and that "half will get in substantial readiness to file within the year's grace." There was one unofficial estimate that of the 800-plus institutions indicating interest in TV, only a score or more have funds. Mr. Steetle said none would be on the air by year's end.

When the smoke had cleared, BROADCASTING • TELECASTING sounded out at random university and college representatives on their TV planning to date. Most were unaware how far their own courses had been charted or declined to have their reactions quoted by name.

They said actual steps must be announced by the presidents and boards of trustees of their respective institutions and noted the importance of the Educational Television Programs Institute conference which was held last week at Pennsylvania State College. It reportedly was the first time presidents of universities actually had been called together to discuss video's educational future (see separate story).

Need Questions Answered

What bothered educators was the lack of answers to these questions: (1) How can we file applications and order equipment when we're not sure we will have sufficient funds? (2) Will not the Commission's rejection of partial commercialization redound to a major disadvantage for us?

One educator said pointedly that FCC's ban on partial profit operation would "bankrupt" educators who go into television. Another questioned whether prospective stations could obtain equipment from manfacturers without reasonable assurances of financial backing. Still another complaint by some IERT members was that they knew nothing about the one-year time limit on educational reservations.

One educational station representative (from Minneapolis-St. Paul) asked: "How can you apply to the Commission for a TV station and list estimated costs if you don't know the amount of your funds and where they're coming from?"

There also were grumblings over the 162 UHF assignments, which some educators, notably those of Ohio State U., felt were meaningless in the light of present TV development and lack of audience.

As William G. Wilcox, OSU public relations director, put it: "Television (here) is still dependent on the cooperation of the three local commercial stations for any live program time. The FCC announcement . . . makes available to the university a channel (UHF Channel 34) that now is of no practical value. There are few if any receiving sets in the Columbus area equipped to receive broadcasts in the ultra high frequency range." OSU was rejected in a bid for VHF Channel 12.

No Immediate UHF Plans

The Ohio university thus has no immediate plans for UHF and "we must continue to seek time as it is made available to us on the three Columbus stations," Mr. Wilcox said.

Also rejected for VHF were East Lansing, New York, Los Angeles. While VHF Channel 7 was set aside for non-commercial educational use in Salt Lake City, plans of the U. of Utah and other groups were not revealed during the conference. Numerous groups in Chicago will apply for VHF Channel 11. Organizations in other cities are readying applications, according to JCET [B•T, April 21].

As one concrete step, educators were urged to concentrate at the outset on purchasing kinescope equipment and film studio facilities. Programming would be limited in nature, of course, with stations taking advantage of FCC's leniency with respect to hours of operation. As little as a half-hour or two hours a day at the outset of operation was mentioned more than once during the sessions. As an alternative to "non-profit" status, educators were told they could compete for commercial stations.

Minimum programming was an advantage of which some educators were quick to apprise their uninformed TV-minded colleagues. It also was explained that stations may sell programs but not time. The Commission's rules, accompanying the Assignment Table, lift provisions for time-operation from FM regulations and apply them to non-commercial educational TV broadcasting:

Appearing under "General Operating Requirements, Sec. 3.651 (b), the rules state:

Non-commercial educational television broadcast stations are not required to operate on a regular schedule and no minimum number of hours of operation is specified; but the hours of actual operation during a license period shall be taken into consideration in considering the renewal of non-commercial educational television broadcast licenses.

With respect to the latter reservation, some panelists at the IERT convention professed belief the Commission would go easy on educators on the premise that the operation is substantially "in the public interest" and because of acknowledged difficulties school groups will face in programming, production and engineering.

While a handful of educators were privately inclined to brand cooperation by commercial broadcasters as inadequate on educational programs, by far the majority praised the industry for its efforts. The JCET also is on record as lauding private operators.

Utilization of commercial TV and radio stations for presenting educational fare also was explored during the convention. Arnold L. Wilkes, public affairs director, WBAL-TV Baltimore (Hearst Radio Corp.), presided over a panel including James Hanrahan, WEWS (TV) Cleveland, and JCET's Mr. Steetle. Examples of TV programming on commercial outlets in Baltimore, Cleveland, Columbus and other cities were cited.

Similarly, concrete examples were mentioned. Franklin P. Dunham, radio-TV chief, U. S. Office of Education, noted various instances in which local stations have cooperated on educational features (see story page 75).

AFA TV SESSION

Thaw Effect on Agenda

TELEVISION will be examined by authorities from the advertiser, agency, network and production fields during the TV session of the 48th annual convention of the Advertising Federation of America, slated June 8-11 in New York, it was announced last week.

Robert M. Gray, director of advertising and sales promotion for Esso Standard Oil Co. and general chairman of the convention, said speakers for the television session, under the chairmanship of TV Vice President Eugene S. Thomas of the George P. Hollingbery station representation firm, would include the following:

Raymond F. Guy, manager of radio and allocations engineering of NBC, speaking on "Taking the Mystery out of UHF Telecasting"; Henry Schachte, Borden Co. advertising director, on "What the Television Thaw Means to the Advertiser"; Charles E. Midgley Jr., manager of broadcast media for Ted Bates Inc., "What the Television Thaw Means to the Advertising Agency"; Fred M. Thrower, CBS-TV vice president in charge of network sales, "What the Television Thaw Means to the Networks"; Walter Craig, Benton & Bowles vice president in charge of radio and television, "There's No Business Like TV Show Business"; George T. Shupert, vice president of Peerless Television Productions, "Films May Answer TV Problems of the Future," and John E. Fetzer, WKZO-TV Kalamazoo, chairman of the NARTB Television Code Review Board, "Television Belongs to the Public."

The TV session, scheduled the morning of June 11, also will include initial announcement of results of a nation-wide survey, now in progress, on "Where TV Produces the Most Sales." Spokesmen said this survey "is expected to reveal new and basic marketing information of value to all advertisers."

CBS-TV RATES

New Card Shows by Groups

FULL CBS-TV network of 62 stations has a base rate for one hour of evening time on a one-time basis of $51,200, according to rate card No. 7, effective April 15, 1952.

Card shows these stations broken down into a basic interconnected group of 29 stations available only as a group, at $30,625 per evening hour; a northwest supplementary group of three stations, available only as a group with the basic group, at $1,650; a supplementary interconnected group of 26 stations, available individually with the basic group, at $17,425; and a supplementary non-interconnected group of four stations, available individually with the basic group, at $1,500.

Card contains no station rate increases not previously announced, but the basic CBS-TV network has been increased from 21 to 29 stations, a minimum requirement for all new business or on contract renewal for current business. Additional members of the basic network are: Minneapolis, Omaha, Salt Lake City, San Diego, San Francisco, Dallas, San Antonio and Tulsa.

Join Network July 1

Three of those cities—Dallas, San Antonio and Tulsa—will not join the interconnected network until about July 1, when Houston, Miami, New Orleans and Oklahoma City will also become interconnected with the CBS-TV network.

Los Angeles, Salt Lake City, San Diego and San Francisco are subject to transcontinental cable charges of $1,200 an hour for a westbound channel, $2,400 for an eastbound channel. Unlike the station rates, set at 80% of the hour rate for 45 minutes, 60% for 30 minutes, 50% for 20 minutes, 40% for 15 minutes, 33⅓% for 10 minutes and 30% for 5 minutes, the cable charges are figured on a straight time-proportion basis, 50% of the hour charge for a half-hour, 25% for 15 minutes. CBS is absorbing the extra cable charges for St. Louis ($130) and Memphis ($260) formerly passed along to the TV network clients.

Advertisers using the CBS-TV network on an alternate-week basis are now allowed half of the annual discount if they complete 26 broadcasts within a 52-week contract year. That is, they get a discount of 5% of the largest amount of weekly gross billing, where the every-week clients get 10%.

CBS Television now permits the combining of two or more concurrent contracts in figuring station-hour discounts to give the advertiser the benefit of the most advantageous rate.

The Finest Package of films Available For Television

TITLE	CAST
LONG VOYAGE HOME	*John Wayne, Thomas Mitchell, Barry Fitzgerald*
STAND IN	*Humphrey Bogart, Joan Blondell*
STAGECOACH	*John Wayne, Claire Trevor, Thomas Mitchell*
THE KANSAN	*Richard Dix, Jane Wyatt, Albert Dekker*
TRADE WINDS	*Fredric March, Joan Bennett, Ralph Bellamy*
SILVER QUEEN	*George Brent, Bruce Cabot*
SUNDOWN	*Gene Tierney, George Sanders*
SLIGHTLY HONORABLE	*Broderick Crawford, Pat O'Brien, Edward Arnold*
52nd STREET	*Kenny Baker, Leo Carrillo, Zasu Pitts*
ETERNALLY YOURS	*Broderick Crawford, Loretta Young, David Niven*
HOUSE ACROSS THE BAY	*George Raft, Joan Bennett, Walter Pidgeon*
TO BE OR NO TO BE	*Jack Benny, Carole Lombard*
VOGUES	*Joan Bennett, Warner Baxter, Mischa Auer*
HISTORY IS MADE AT NIGHT	*Charles Boyer, Jean Arthur*
CRYSTAL BALL	*Paulette Goddard, Ray Milland, William Bendix*
YOUNG AND WILLING	*Susan Hayward, William Holden*
YOU ONLY LIVE ONCE	*Henry Fonda, Sylvia Sidney*
BLOCKADE	*Henry Fonda, Madeleine Carroll*
WOMAN OF THE TOWN	*Claire Trevor, Henry Hull, Albert Dekker*
I MARRIED A WITCH	*Fredric March, Veronica Lake*
FOREIGN CORRESPONDENT	*Joel McCrea, Laraine Day, George Sanders*
WINTER CARNIVAL	*Ann Sheridan, Richard Carlson, Robert Armstrong*
I MET MY LOVE AGAIN	*Joan Bennett, Henry Fonda, Alan Marshall*
AMERICAN EMPIRE	*Richard Dix, Preston Foster*
BUCKSKIN FRONTIER	*Richard Dix, Jane Wyatt, Albert Dekker*

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PARAMOUNT

Theatre Acquisitions Probed

EARLY history of Paramount theatre acquisitions was probed by FCC counsel last week during the protracted ABC-UPT merger hearing [B•T, April 21].

Appearing were Leonard H. Goldenson, UPT president, Robert B. Wilby, UPT director, and Barney Balaban, president of Paramount Pictures.

FCC counsel appeared to be trying to show that Paramount had attempted to restrain trade by limiting the number of theatres in some cities and by requesting that other film companies hold back reruns of films from certain theatres. For its case, the Commission counsel produced more than 100 exhibits, most of which were copies of letters.

Most of the letters were dated from 1925 to 1926, but none of them were brought out by the Justice Department in its investigation of the motion picture companies before the consent decree in 1945, it was explained.

Introduction of the correspondence was the subject of protracted wrangling between Paramount Counsel Paul A. Porter, former FCC Chairman, and FCC Counsel James O. Juntilla. Mr. Porter's point was expressed at one point in this way:

"Efforts to reconstruct events of a quarter-century ago doesn't offer much value to the examiner and the Commission as to the qualifications" of Paramount to be a broadcast station licensee today.

Among the FCC exhibits was a letter from M. A. Lightman, president of Malco Theatres Inc., Memphis, Tenn., who wrote to Mr. Goldenson about the acquisition of a building in a choice location at Owensboro, Ky.

Mr. Lightman wrote:

. . . We have not been hurt and we did—at least temporarily—stem the tide of a new theatre by some outsider by [our] having made the purchase. . . . We can convert the present Malco or Seville [theatres] into a store and in that manner we would not increase the number of theatres.

Other letters, between various Paramount officials or executives of affiliated or subsidiary companies, concerned theatre acquisition and Paramount trade practices in Detroit, Chicago, upper Michigan state, northern Illinois and Indiana.

One letter was written by M. M. Rubens, director and secretary of Great States Theatres Inc., which in 1926 was owned 30% by Balaban & Katz. Mr. Rubens was writing to A. L. Mayer, and described in his letter the structural condition of two theatres. He wrote:

. . . . If Streater, Ill., is strategically located and it looks as if there is money to be made in it, obtain a new choice location for a theatre and have two . . . [theatres] condemned and turned back to their owners.

If you boys are really clever connivers, why not sell the . . . [theatres] back to the owners after you get a location, and then have the . . . [theatres] condemned.

Mr. Balaban called the letter "silly." He could not recall ever having written or received some of the letters and notes.

At one point Mr. Balaban stated that some of the letters were immaterial and he could see no point in their being offered to FCC.

A. H. Blank, another UPT director, is due to be cross-examined today (Monday).

WNHC-TV RENEWAL

Is Granted by FCC

FCC renewed the license of WNHC-TV New Haven last week, cleaning up with one exception the 26 TV stations it placed on temporary license last February because of lack of religious and educational programs as listed in composite week logs [B•T, Feb. 4]. Only station still remaining on temporary license for that reason is KPHO-TV Phoenix.

In a burst of activity two weeks ago, the Commission renewed the licenses of eight TV stations which had been cited for lack of religious and educational programs [AT DEADLINE, April 21]. Only other TV station remaining on temporary license is KTTV (TV) Los Angeles. Commission has been looking into complaints concerning direct sales commercials, medical advice and what is alleged to be an invasion of privacy.

RF Coaxial Switch

TEST of a new RF coaxial switch by WBAL-TV Baltimore was to take place during a broadcast last Friday night. John Wilner, station engineering chief, said an alternate 500 w transmitter has been installed to guarantee TV reception in case of a breakdown of the main 5 kw transmitter. The new RF switch, reported as the first of its kind designed for high band broadcasting, would permit the changeover in a matter of seconds. Switch was designed by station's engineers.

UPT REPORT

TV Effect on Movies 'Not Permanent'

TELEVISION'S mark on movie box offices tends to dwindle as the TV set ages, Leonard H. Goldenson, president of United Paramount Theatres, said in his report to stockholders.

Repeating the UPT stand last year that the "box office is off more in TV areas than in non-TV areas," Mr. Goldenson noted nevertheless that "the inroads of television moderate after the novelty and installment-payment period of set ownership have passed. There are some indications that after a lapse of time, set owners resume the habit of more frequent attendance at motion picture theatres, but on a more selective basis. . . ."

Mr. Goldenson

This impact of television, according to the president of the company, which subject to FCC approval is merging with ABC radio and television networks (see story, this page), will be felt most strongly by the B picture market and by marginal theatres which sprang into being during the public's wartime entertainment famine.

Balance sheets in the annual report indicated consolidated UPT earnings for 1951 totaled $10,790,011, of which $4,002,590 was listed as capital gains. Provision for federal incomes taxes amounted to $6,764,890, as compared to $5,496,302 set aside in 1950 when earnings totalled $12,351,000, of which $2,144,000 was capital gains. Net profit in 1951 amounted to $3.27 on 3,300,859 outstanding shares, as compared to the previous year's $3.79 per share on 3,261,287 shares.

The decrease in the UPT net, Mr. Goldenson explained, was due to increased federal taxes and an estimated 7% decrease in theatre attendance through the year.

The company listed assets at the end of 1951 of $34,215,000, including $30,356,000 in cash and government securities. This is an increase of $6,873,000 over 1950 assets, Mr. Goldenson pointed out. Working capital, increasing $9,500,000 to reach $24,551,000, reflects additional long-term loans plus net proceeds from federally ordered sales of UPT theatre properties, the president reported. Liabilities decreased from $12,291,000 to $9,664,000.

Report said that on April 1, 1951, a standby credit of $10 million was added to general corporate funds "in anticipation of increased capital requirements for the acquisition and operation of television facilities." If the merger with ABC is consummated, it was noted that a "substantial portion" of ABC's debt, which UPT figures at $10,576,000 at year's end, will be paid off.

Indicating that two civil defense tests of theatre TV had fomented further CD plans to use the medium for public information and training programs, Mr. Goldenson predicted a wider use of theatre-TV for coverage of conventions, sales meetings and to introduce new product lines, in addition to training and educational presentations.

To keep abreast of electronic developments which may apply to UPT's field of activities, the corporation purchased 50% of Microwave Associates Inc., Boston, through a common stock purchase amounting to $97,500 on Jan. 15, 1952. UPT also agreed to lend Microwave $62,500, to be subordinated to other Microwave working capital loans in the succeeding years.

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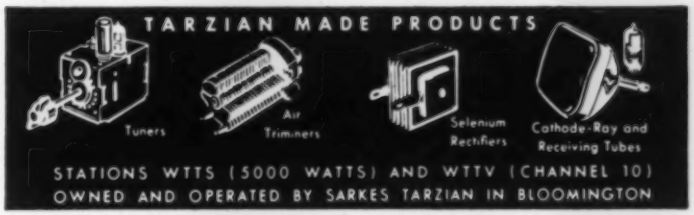
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Air Trimmers
Selenium Rectifiers
Cathode-Ray and Receiving Tubes
STATIONS WTTS (5000 WATTS) AND WTTV (CHANNEL 10)
OWNED AND OPERATED BY SARKES TARZIAN IN BLOOMINGTON

158000
146000
135000
124000
103000
87000
8200
7900
7000
6300
600
570
51
4

IT ALL ADDS UP TO...

OF THE

158,000

TV SETS IN THE TOLEDO MARKET

98% PREFER

WSPD-TV

Toledo's only TV station

An NBC television affiliate with only the best from CBS, ABC, DTN

A FORT INDUSTRY STATION

NBC AFFILIATE
A FORT INDUSTRY STATION

Rep. by The Katz Agency, Inc.

WSPD-TV
CHANNEL 13
TOLEDO, OHIO

Nat. Sales Hq. 488 Madison Avenue, New York 22, ELdorado 5-2455

telestatus

AT&T Plans to Fi... Network Needs

(Report 213)

AT & T plans to provide adequate intercity network TV facilities as they are needed to fill requirements of TV station and network broadcasters arising from the lifting of the ban on new station construction. A spokesman for the telephone company's Long Lines Dept. pointed out Thursday that "the present construction program includes the provision of TV channels over certain main routes in anticipation of the industry's requirements."

"Further expansion of the Bell System's network," he said, "will be governed by the rate at which new stations are constructed and the clarification of the needs of individual stations and the network broadcasters. Future steps also may be influenced by the availability" of critical material.

Stressing the importance of AT&T receiving adequate advance notice of plans of TV construction so that it may schedule its own facilities construction program accordingly, he said: "We are keeping in close touch with the network broadcasters and hope that individual station owners will let us know promptly of their plans."

* * *

N. Y. Set Survey Reported by Pulse

SURVEY of some 1,500 families throughout the metropolitan New York area indicates that 63.8% of the homes are equipped with television sets, 23.4% of them RCA models.

Conducted in January by The Pulse Inc. for Joseph Jacobs Advertising and Merchandising and announced last week, results indicate that while RCA dominates the market, its lead is diminishing from the 27.2% reported for January 1951.

Second and third places in 1952, as in the earlier study, were held by Philco—found in 12.3% of the homes—and Admiral—in 11.6%—both standings showing an increase during the year. Gains also were reported for DuMont receivers, now found in 6.5% of the homes, Motorola, in 5.5%, and General Electric, 4.6%. Zenith, which ranked fifth in 1951, was in seventh place for January 1952.

* * *

Drama Study Shows Adults Like Comedy

TV DRAMA survey of 758 adults in the New York metropolitan area among 15 dramatic programs indicates 71% favor the one-hour program over shorter dramas and that comedy is preferred to other presentations, according to the March 1952 issue of *The Television Audience of Today.*

The interviews, conducted Ma... 7-16, indicate 86% of adults ... these TV homes watch at least o... TV dramatic program regula... although they rank variety a... musical programs above drama.

The drama program, *Studio O...* was rated excellent by more th... 58% of those who have seen ... other "excellents" were *Robe... Montgomery Presents,* 46%, a... *Philco Playhouse,* 42%. Preferenc... in order are comedy, adventu... mystery, true and factual stories, romance and crime. Viewing wa... lightest in upper and lower ec... nomic groups and heaviest in mi... dle economic groups. About 56% were willing to accept a midd... commercial on a one-hour program but only 12% on a half-hour drama.

* * *

Newspaper Reading In TV Homes Studied

THERE is significant difference i... newspaper readership for home... equipped with television as con... trasted to non-TV homes, accord... ing to the report of J. P. McKinney & Son and Ward-Griffith Co., New York, newspaper representatives which co-sponsored a Daniel Starch study of the problem.

Page observation by women averaged almost 7% higher in television homes for three of the four separate newspaper issues studied and only 3% lower

(Continued on page 91)

Weekly Television Summary—April 28, 1952—TELECASTING Survey

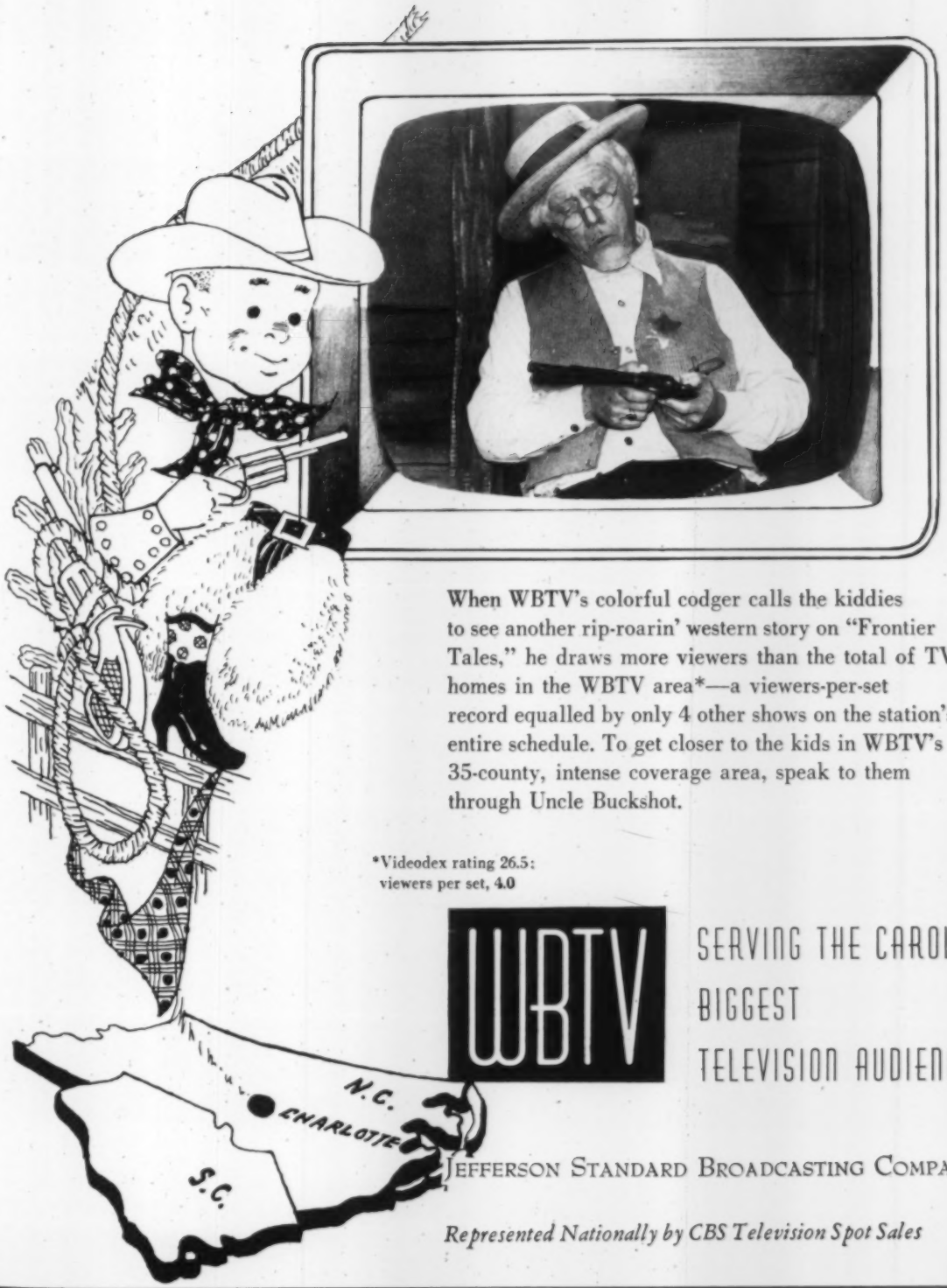
City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	88,106
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	380,263
Binghamton	WNBF-TV	60,000
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	142,000
Boston	WBZ-TV, WNAC-TV	886,349
Buffalo	WBEN-TV	264,618
Charlotte	WBTV	146,213
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,116,386
Cincinnati	WCPO-TV, WKRC-TV, WLWT	348,000
Cleveland	WEWS, WNBK, WXEL	605,329
Columbus	WBNS-TV, WLWC, WTVN	227,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	160,415
Davenport	WOC-TV	98,445
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	160,415
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	109,947
Houston	KPRC-TV	132,500
Huntington-Charleston	WSAZ-TV	80,350
Indianapolis	WFBM-TV	221,350
Jacksonville	WMBR-TV	55,000
Johnstown	WJAC-TV	144,116
Kalamazoo	WKZO-TV	200,040
Kansas City	WDAF-TV	201,846
Lancaster	WGAL-TV	149,064
Lansing	WJIM-TV	90,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	150,1...
Matamoros (Mexico)- Brownsville, Tex.	XELD-TV	19,2...
Memphis	WMCT	126,8...
Miami	WTVJ	113,0...
Milwaukee	WTMJ-TV	328,0...
Minn.-St. Paul	KSTP-TV, WTCN-TV	321,4...
Nashville	WSM-TV	68,4...
New Haven	WNHC-TV	262,0...
New Orleans	WDSU-TV	89,1...
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,4...
Norfolk	WTAR-TV	112,5...
Oklahoma City	WKY-TV	127,0...
Omaha	KMTV, WOW-TV	126,3...
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,031,9...
Phoenix	KPHO-TV	55,1...
Pittsburgh	WDTV	389,0...
Providence	WJAR-TV	212,0...
Richmond	WTVR	118,8...
Rochester	WHAM-TV	144,0...
Rock Island	WHBF-TV	98,4...
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	75,9...
San Antonio	KEYL, WOAI-TV	74,7...
San Diego	KFMB-TV	130,0...
San Francisco	KGO-TV, KPIX, KRON-TV	348,5...
Schenectady-Albany-Troy	WRGB	206,6...
Seattle	KING-TV	139,8...
St. Louis	KSD-TV	390,5...
Syracuse	WHEN, WSYR-TV	174,7...
Toledo	WSPD-TV	158,0...
Tulsa	KOTV	111,9...
Utica-Rome	WKTV	70,0...
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	354,1...
Wilmington	WDEL-TV	100,4...

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 16,896,1...

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

You Can't Buck Uncle Buckshot



When WBTV's colorful codger calls the kiddies to see another rip-roarin' western story on "Frontier Tales," he draws more viewers than the total of TV homes in the WBTV area*—a viewers-per-set record equalled by only 4 other shows on the station's entire schedule. To get closer to the kids in WBTV's 35-county, intense coverage area, speak to them through Uncle Buckshot.

*Videodex rating 26.5: viewers per set, 4.0

WBTV

SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego
Market Area
Represents
A
$230,000,000
CONSTRUCTION
INDUSTRY
In A
BILLION
DOLLAR
MARKET!

Wise Buyers
Buy-
KFMB
For
More
Business!
KFMB-TV
Channel-8
KFMB-AM
550 - K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Brunson Co.

DuMONT REPORT

'51 Net Under '50 Figure

ALLEN B. DuMont Labs sustained a net loss on 1951 operations of $583,000, compared to a profit of $6,900,788, or $2.87 per share of common stock in 1950, Dr. Allen B. DuMont, company president, reported in the firm's annual report, mailed to stockholders last week.

Gross income of the DuMont organization in 1951 was $50,741,596, compared to a 1950 gross of $76,362,665. Decline was attributed to losses suffered by the receiver division, caught with excessive inventories at a time when consumer demand dropped sharply. "However," Dr. DuMont stated, the company "has made substantial technical progress and improved its management and production techniques. Adjustments were made to the unfavorable market and economic conditions which affected the whole industry. Plant facilities were converted to defense production and made ready for more favorable conditions which should follow the thaw of television's freeze."

The DuMont transmitter, instrument and cathode-ray tube divisions all showed operating profits for the year and the broadcast division "made substantial progress," Dr. DuMont reported. "We made management changes and brought to fruition broadcast policies which resulted in a profit during the last quarter of the calendar year. We hope the same type of results will be present in the future."

In a section of the DuMont TV network, the report noted that management policy "has been aimed at putting our television broadcasting activities on a profitable basis as soon as possible. To this end, while our 1951 network operations produced a total income very much higher than in the previous year, operating expenses were not permitted to rise in the same proportion.

"Our efforts will continue along this line in 1952," the report stated, "building sales volume while holding expenses within reasonable limits, and, because the network is a major integral operating division of the company, it should produce important revenue in the year ahead."

During 1951, the network's key station, WABD (TV) New York, moved its transmitter to the Empire State Bldg., adding 3 million persons to its potential audience, the report noted. It also cited work during the year on a new DuMont Television Center in New York City and at the DuMont-owned WTTG (TV) Washington.

I. F. TROUBLE

ARRL Issues Warning

SET manufacturers were warned last week by American Radio Relay League that amateur code transmissions may cause interference with some TV receivers.

Starting May 1, amateurs are provisionally authorized to use the 21-21.45 mc band in the United States and possessions, under terms of the International Telecommunications Conference. A. R. Budlong, ARRL general manager, notified manufacturers Thursday that viewers with sets using the 21 mc band for IF amplification might suffer interference.

ARRF has conducted tests showing the danger of interference, Mr. Budlong said. Remedies can be applied only at the receiver, he added, contending it is the manufacturers' duty to make these changes since they knew well in advance that amateurs would be using the 21 mc band. Most set companies using the 21 mc band for IF amplification are understood to have moved the IF stage to other bands.

FCC has formally proposed that the new amateur transmissions be permitted to start May 1 but final authorization has not been issued. Similar starting date has been set by Canada and other nations.

N.Y. UHF FIGHT

Many Seek Channel 31

THREE-WAY fight loomed last week for the sole additional commercial television channel earmarked for New York City by the FCC in its freeze-lift allocations [B•T, April 14].

Municipally owned WNYC filed an application for the channel—No. 31—on Tuesday, while WHOM and WOV, independents which specialize in foreign-language programming, announced that they, too, would compete for the assignment.

WOV, which maintains studios in Rome as well as New York, reported its TV plans "well advanced," saying it would apply for Channel 31 "in due time" and proposing to render a service that "is . . . not now available to New York audiences"—a reference that was construed to mean that foreign-language programming, at least in part, would be proposed.

"We have made steady progress in our television preparations over the past two years," WOV said in its formal statement. "We are now interested in film production in Italy and Germany, and these activities are being expanded. We expect to have substantial quantities of unusual film products available for broadcast by the time operations will be due to start, along with other program material of diverse kinds.

"The organizational and financial aspects of television operation have been given equal attention and we will be equally ready on these counts."

WHOM's plan to apply for Channel 31 was announced by Fortune Pope, president of the station and WHOM-FM as well as publisher of *Il Progresso Italo-Americano*, daily newspaper.

He indicated, however, that it had not been decided whether WHOM's television program proposals would include foreign-language shows.

WNYC officials have said that, although Channel 31 is a commercial frequency, they would operate non-commercially—as WNYC is operated—in event the municipality receives the FCC grant. They pointed out they had intended to apply for Channel 25, allocated to New York City as a non-commercial educational channel, but were blocked by FCC's ruling that such channels may be awarded only to applicants connected with an educational institution.

NCAA '52 PLAN

May Be Revealed Mar

TELEVISION Committee of the National Collegiate Athletic Ass is expected to announce its oper tional procedure for the 1952 foo ball season shortly, Asa Bushnel director of the NCAA TV program said Thursday after a two-da meeting of the committee.

Details of the plan are expecte to be made public at the same time possibly May 1. It is submitted t member colleges for approval, h explained, with little opposition ex pected from the colleges since rep resentatives from each regiona athletic association have partici pated in its development. All majo networks have also been asked fo suggestions, and each of them ha sent representatives to a numbe of TV committee conferences, Mr Bushnell reported.

"I think it's safe to say that th networks would prefer no plan at all," he added, "but I also think they will find this one as satisfac tory to them as is possible."

SET SALES FUTURE

No Prompt TV Thaw Aid

LIFTING of the TV freeze by the FCC will have little "substantial" effect on set sales until late this year, according to Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., Chicago, who spoke at the annual shareholders' meeting last week.

Zenith Radio Corp. profit is down but the lower earnings reflect a more normal operation than that of 1951's first quarter when wholesalers were building inventories against threat of shortages, Comdr. McDonald stated. Net consolidated profits for Zenith and its subsidiaries for three months ending March 31 amounted to $1,083,262 or $2.20 per share after deductions. These results compared with $2,228,709, or $4.53 per share for the same quarter a year ago.

Extension of networks to areas not now on the cable and interest in the Presidential conventions will, however, "assist greatly in leveling out the normal summertime seasonal drop in radio and television production and sales," he said, adding that the latest available market surveys show there is "little danger of a repetition of the highly volatile inventory situation" which took place last year.

NEW CHANNELS FOR IMAGINATION

• With each new channel added, or increase in station power, the number of people in front of television screens *goes up*. • With each increase in the use of film pick-up—together with the acceptance of new technics, materials, and equipment—the number becomes more *solidly sold*. • For film programming opens new channels for imagination. Shows no longer are limited by the four walls of a studio, nor held within the time zone of a particular show's origination. Creatively . . . geographically . . . the sky's the limit. • Complete technical information concerning film selection and processing is available . . . together with details concerning special Eastman services, equipment, and materials. Address:

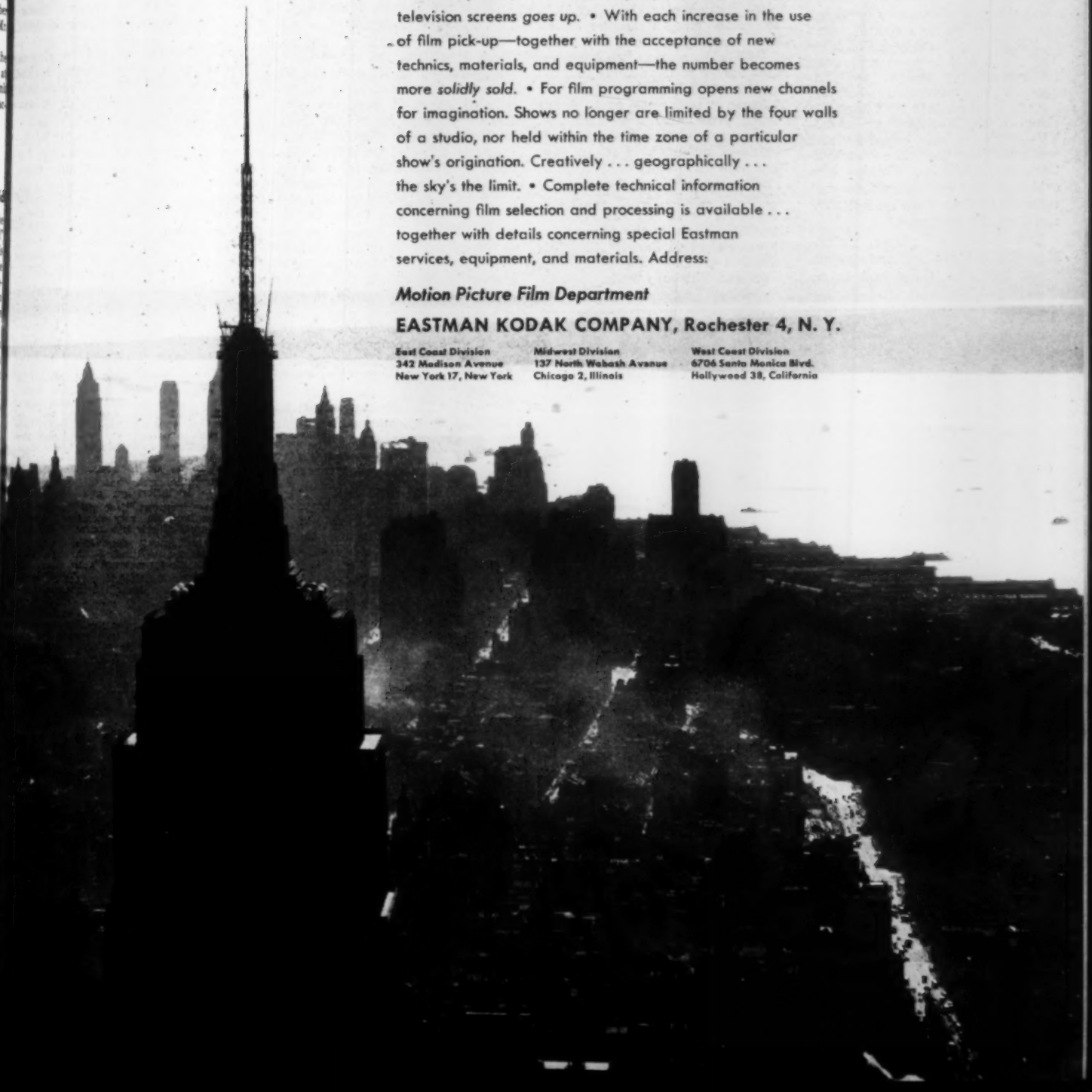
Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California



TV Holds Accounts

(Continued from page 57)

back into television by participation in *The Goldbergs* on NBC-TV.

Manhattan Soap Co., New York, which has dropped *One Man's Family* (Saturday, NBC-TV), reportedly was unhappy with the time period. But the firm has started a radio spot campaign for the spring and summer and is expected to return in the fall with another TV show. Scheideler, Beck & Werner, New York, is the agency.

Warner-Hudnut Co., which dropped participation sponsorship of the Langford-Ameche show on ABC-TV when the network cancelled the program because of excess talent costs, is expected to buy a fall TV show. Kenyon & Eckhardt, New York, is the agency.

Of the two advertisers surveyed who have made no recommittment to TV, Cluett, Peabody & Co., New York, was said to have exhausted its advertising budget for the present. The advertising director, George Phillips, told B•T that the show—Herb Shriner, on ABC-TV—was dropped because "cost was exceeding limitation of advertising budget." Mr. Phillips also said that they were very "pleased" with the Shriner show on ABC-TV and thought it "great."

The second advertiser, Johns-Manville, has not yet made up its mind, but was understood to be contemplating return in the fall. Its *Fairmeadows, U.S.A.* (Sunday, 3-3:30 p.m. on CBS-TV) was dropped because of the advertiser's unhappiness over the time period. J. Walter Thompson, Co., New York, is the agency.

GREEN GIANT
Buys CBS-TV Show

GREEN GIANT Co., Le Sueur, Minn. (canned vegetables), will sponsor *Art Linkletter House Party* on CBS-TV, 3-3:15 p.m. [B•T, March 31], effective with the debut of the show on Sept. 1.

"The purchase of this time segment on the new *House Party* series gives the program a solid Monday - through - Friday sponsorship in that period," Fred Thrower, vice president in charge of CBS-TV network sales, said Thursday. "At the same time, with the Green Giant Co. joining the growing list of CBS TV sponsors, we have another strong indication of the healthy condition of our network business. Time sales at CBS are currently at an all time high. . . . We are moving closer to the coveted 'sold out' position of our daytime network period."

Other advertisers sponsoring *Linkletter* are Pillsbury Mills and Lever Brothers. N. W. Ayer & Son, New York, is the agency for Lever, while Leo Burnett Co., Chicago, is the agency for both Green Giant and Pillsbury Mills.

PEABODY AWARD 1951
originating Station of
THE JOHNS HOPKINS SCIENCE REVIEW

Around Baltimore they always keep an eye on

WAAM
TELEVISION
CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Righter & Parsons, Inc.

Towers Joint Meeting

(Continued from page 57)

April 14]. "We here can do nothing about that," he admonished.

Question regarding the plans of the "TV industry" was answered by Arthur Scharfeld, president of FCBA, in this way: There is no such thing as a "TV industry." Exactly what the proposals are for high TV towers won't be known until all the 1,000 or more TV applications are filed with the FCC.

Neal McNaughten, engineering director of NARTB, suggested the use of radio warning beacons on towers—as aids to air navigation. He also recounted the status of centralized location of TV antennas (one of the proposals advanced by aviation industry)—referring to Mt. Wilson in Los Angeles and Empire State Bldg. in New York as examples.

Radio-TV consulting engineer Glenn D. Gillett recounted his experiences in Des Moines. The airport there, he cited, used to have four airways; it now has eight. Mr. Gillett and consultant Robert L. Kennedy also furnished some statistics on what a 2,000-ft. tower would look like. They reported that the guy wires of a triangular tower of that height would extend about 65% up the tower and require 1,250-1,500 foot-square plot on the ground. They also disclosed that towers of that height would probably have simple elevators for maintenance of aircraft warning lights.

Air Force Col. J. J. McCabe said the Air Force recognized the need for high TV towers, acknowledged that TV was necessary and useful as a medium for the dissemination of information, even envisaged use of TV as an air navigation aid to the point where some day all planes would fly "visually" with a TV receiver showing the pilot where he is going.

Other ideas expressed by aviation representatives were similar to those already advanced by the same interests previously (see below).

In a pre-conference memorandum, prepared in Comr. Webster's office, the purpose of Friday's conference was set out as:

Determination of a method of achieving uniform treatment by the nine Regional Airspace Subcommittees of applications for radio and television antenna towers over [illegible] ft. in height located off present existing airways.

After recounting the current regulations on the subject and what was called the maintenance of "excellent cooperative relationships in these matters," the report indicates that there is no desire to change these relationships, but that with the advent of faster aircraft and higher towers, it is necessary to achieve more uniformity.

As one proposal, explicitly labeled "for discussion purposes," the memorandum suggested that towers more than 500 ft. high and located outside civil airways should not be considered obstructions to air navigation if they are "below a plane with a slope of 50:1 measured upward and outward in a vertical plane at right angles to the boundary of an airway or control area or the five-mile boundary from the center of a direct off-airway route."

The suggestion also embodied the principle that any object over 500 ft. high more than five miles from the boundary of the airway or direct route should normally not be considered a hazardous obstruction to air navigation.

[For text of pre-conference memorandum, see end of this story.]

During the last month, aviation interests have made a number of proposals concerning what they believe is the forthcoming plethora of 1,000 and 2,000 ft. TV towers. A summary of those proposals is as follows:

1. Request that Congress legislate an amendment to the Communications Act which specifically would give the FCC authority to deny applications whose antenna sites or heights are found to be air hazards.

2. Requirement that all TV antennas be installed on a single tower.

3. Requirement that all TV towers be localized in city sections already considered an air hazard area.

4. Requirement that the height of TV towers be limited—through FCC ruling or Congressional action.

5. Requirement that a radio warning device be installed at each antenna site.

6. Establishment of a national set of standards that all CAA regional airspace subcommittees would be required to adhere to when considering TV tower applications.

7. Requirement that TV coverage be obtained through the use of booster stations so that high towers would be unnecessary.

The recommendation by the Air Transport Assn. that an additional provision be added to the McFarland bill (S-658) still rests with the House Committee on Interstate & Foreign Commerce. ATA recommended that a new provision be added to the Communications Act which would give the FCC specific authority to deny an application which proposes an antenna site or height found a hazard to air navigation by the CAA [B•T, April 7].

The McFarland bill is awaiting clearance for House debate. It was reported out of committee two

'Today' Adds Sponsors

THREE new participating sponsors for NBC-TV's morning *Today* show (Monday through Friday, 7-9 a.m.) were reported last week. Kaiser-Frazer and Bauer & Black scheduled participations five times a week, adding at least $25,000 to the show's weekly billings. Armour & Co. also was scheduled to sponsor a portion of the show, but details were still pending. Agencies: Foote, Cone & Belding, Chicago, for Armour; William H. Weintraub, New York, for Kaiser-Frazer, and Leo Burnett Co., Chicago, for Bauer & Black.

ks ago [B•T, April 21].

A request for comments by the CC has not yet been answered, t it is understood that the Com-ission is drawing up a reply giv-g its position on the matter. hat that position is could not be termined.

The recommended amendment ould amend Section 303 of the ct by adding this new subsection:

That the FCC shall "(s) Have au-ority and be required to refuse to ue or modify any license or con-uction permit when such license or rmit would authorize the operation construction of radio or television wers which in its judgment, after nsultation with the Civil Aeronautics ministration, the Civil Aeronautics ard, the Department of Defense, d the Treasury Department, con-itute, or there is a reasonable pos-ibility that they may constitute, a zard to air navigation."

Other suggestions have been ade by ATA, as well as by the ir Line Pilots Assn. During a AA-sponsored meeting early in arch, a number of suggestions ere made [B•T, March 31, 17]. he meeting culminated in the ap-ointment of D. D. Thomas, CAA lanning officer, as coordinator to ork up recommended criteria to uide regional airspace subcom-ittees.

See Stations Mushrooming

Certain observers feel that at the oot of the aviation industry's ac-ivity in the matter of TV towers s a belief there will be 2,000 TV tations under construction shortly fter July 1 when FCC starts rocessing applications again—all with 1,000 and 2,000 ft. antenna owers.

Among the cities where such ower heights are being considered are Boston, Chicago, Norfolk, Ok-lahoma City, Buffalo, Nashville and Cincinnati. Aviation interests also are said to believe such towers are being considered as well in the flat-lands of such states as Florida, Kansas and Texas.

Applications proposing towers over 500 ft. have to be submitted to regional airspace subcommittees under Part 17 of the FCC's rules. Part 17 lists the criteria which govern automatic approval of tower heights and locations less than 500 ft. in height. Variances from the criteria or heights above 500 ft. have to secure CAA sanction.

Under CAA regulations, planes must fly at least 1,000 ft. above the highest structure in its flight path. Consequently, erection of 1,000 and 2,000 ft. TV towers might necessitate changes in flight instructions in those areas.

According to best information, 2,000-ft. towers cost $815,000—including steel, construction, lighting and marking. Fifteen hundred foot towers are estimated to cost $400,000.

Highest TV tower at present is that of WSB-TV Atlanta. It is 1,062 ft. high. Next highest is KFMB-TV San Diego—1,017 ft. in height. Empire State Bldg. antennas for all but two New York City market TV stations are from 1,450 to 1,465 ft. above street level. Most TV antennas are from 500 to 700 ft. above ground. Tallest tower is U. S. Air Force control station at Rome, N. Y., air base. It is 1,250 ft. above ground and cost $256,000 to put up.

RCA Diode Tube

PENCIL-TYPE diode tube designed for use in UHF measuring equipment has been announced by RCA Victor Div.'s tube department. Tiny diode (RCA-6173) is an adaptation of the firm's pencil-type construction that had been restricted to triode types. It's smaller in length and diameter than a cigarette, and weighs less than one-fifth of an ounce. For use with coaxial and wave guide type transmission lines, this new tube can be employed in pulse-detection and pulse power measuring service at frequencies up to 3,300 mc per second, RCA claims.

CEREBRAL PALSY DRIVE

Whole Industry to Aid

UNITED Cerebral Palsy's 1952 May campaign to raise funds for treatment of over 550,000 afflicted with the disease will be launched with the help of "the entire broadcasting industry," UCP officials announced last week.

All networks will carry announcements and special station breaks in two-day opening drive April 30-May 1 heralding the campaign, which will continue throughout May. Volunteer agency handling West Coast broadcasting campaign will be Leonard Shane Agency under supervision of William Crago, radio-TV director, and William J. Stout, UCP West Coast representative.

"Advertising agencies and their clients, package producers and networks are being very cooperative in this special two-day coverage to announce UCP's national drive," commented Leonard H. Goldenson, UCP national president and president of United Paramount Theatres, which is in process of merger with ABC, subject to FCC approval.

WCBS-TV Spot Up

MORE than $400,000 in local and national spot business was signed by CBS-owned WCBS-TV New York in the two-week period which ended April 18, General Sales Manager George R. Dunham announced last week. The contracts, he said, included 13 new scheduled and several major renewals.

Summer Show Set

COLGATE - PALMOLIVE - PEET Co. will sponsor *Big Payoff* as summer replacement for its *Colgate Comedy Hour* on NBC-TV (Sun., 8-9 p.m.), effective June 22. Agencies are Ted Bates Inc. and Sherman & Marquette, both New York.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

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CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

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Please send ..... copies of the Final Television Allocations Report at $3.00 each.

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NAME

COMPANY

STREET

CITY ZONE STATE

TELEPHONE TV NEWS PROGRAM

Aired by Four Non-Interconnected Stations

NEATEST TRICK of the week at Gardner Adv., St. Louis, is its simultaneous production of a 15-minute live news show on four non-interconnected television stations. The scheme calls for airing *Televiews of the Week's News* for Southwestern Bell Telephone Co. each Sunday on KSD-TV St. Louis, KRLD-TV Dallas, KPRC-TV Houston and WOAI-TV San Antonio.

Al Chance, agency radio-TV production manager and executive producer on the news show, set up the complex traffic scheme suggested by Douglas Williams, vice president in charge of public relations for the client. Mr. Chance arranged for International News Service to send its weekly news roundup on film to each of the stations Sunday morning. On the previous Thursday, he prepares a master script from an INS synopsis of the news matter. The master script and accompanying film run about 25 minutes, with both subsequently cut to 15.

The telephone company's program is produced via telephone, with May Kohler outlining splicing, audio cues and commercials as well as general production details to each of the four newscasters Sunday morning. No film titles are used, and each newsman appears at his desk, following the same script as his colleagues. The show is edited and on the air less than five hours after the film is received.

The St. Louis film serves as the agency's pattern for editing. After telephone instructions on film and script are given the newsman, he works with a director on film cutting and camera rehearsal. Alan Post, former announcer and now an attorney, handles the KSD-TV show. In Houston, Bob Dundas Jr. is the newsman, while John Harper, who is also a folk singer, does the job in Dallas at KRLD-TV. The San Antonio man is Bud Vinson.

Mr. Chance, who produces the *Mary Lee Taylor Show* for Pet Milk on NBC, works with Bill Fisher, radio-television director for Gardner. Client supervisors are E. F. Weekley, advertising manager for Southwestern Bell, J. M. Freeman, information manager for the Missouri area, and Frank Witten, for the Texas area. Account executives are Jack Leach and Dean Pennington.

TELEPHONE NEWS MAP

KPRC-TV Houston newsman Mr. Dundas represents one of non-interconnected video outlets in four cities narrating unique telephone news roundup sponsored by Southwestern Bell Telephone Co.

* * *

GRAND UNION TV

Opening Gets Coverage

PORTABLE TV units will be set up to provide New York audiences with one of the first telecasts of a supermarket opening when a new Grand Union store opens its doors in East Paterson, N. J., Wednesday.

Opening day will be taken over by WNBT (TV) as part of the station's "Operation Chain Lightning," a mutual promotion plan between WNBT and some 1,000 retail outlets in the Manhattan area. WNBT will program three remotes from East Paterson at 11-11:30 a.m., 1-2 p.m., and from 6:30-6:45 p.m., to be conducted by Herb Sheldon, Morey Amsterdam, Josephine McCarthy and Jinx Falkenberg.

WJZ-TV New York, flag station of ABC-TV network, will telecast from the market site Friday, both indoors and out, with such performers as Tiny Ruffner, Karen Sage, The Fitzgeralds, and Dione Lucas.

On hand from time to time throughout the rest of the week-long celebration will be Jack Sterling, ringmaster of Sealtest's *Big Top*, seen on CBS-TV, and Eloise MacElhone, Barbara Welles, Bobby Benson and Eddie Dunn and his Grand Union Caravan.

JULY CONVENTIONS

To Be Shown In Denver

KLZ-AM-FM and KOA-AM-FM Denver jointly announced last week that complete coverage by closed circuit television of the Republican and Democratic conventions in Chicago in July will be brought to Denver.

Hugh B. Terry, vice president-general manager of KLZ, and Charles B. Bevis Jr., KOA general manager, said that the public will be able to watch nominations on video sets in Denver's Shirley Savoy Hotel.

KECA-TV Vote

CIO'S NABET won 3-2 over AFL's IATSE the right to represent make-up department employes of KECA-TV Los Angeles after IATSE last Monday withdrew charges against ABC management of discriminatory interference in an election ordered last month by NLRB.

POLITICAL DEBAT

Aired on ABC-TV, NBC R

ABC-TV network, announcing week its 8-9 p.m. EDT coverage speeches by Presidential candid before the national convention the League of Women Voters Cincinnati Thursday, said the cast will be sponsored as a p service by P. Lorillard Co. for Gold cigarettes.

Time spot is currently occup by *Stop the Music* with last hour sponsored by Lorillard, wh will back same segment of *Ch of a Lifetime*, to be seen from p.m. starting May 8 [B•T, Ap 14].

Unsponsored radio coverage the event will be carried by N network which cooperated w *Life* magazine and the League Women Voters to set up pre-c vention forums at which questio for the candidates were prepared.

The Thursday meeting, describ as a counterpart of the Lincol Douglas debates in which opposi candidates met to present the views to a single audience, will pr sent Sen. Estes Kefauver (Tenn.), Harold Stassen, Gov. Ea Warren and, speaking for Ge Eisenhower, Paul Hoffman. Inv tations have also been issued Sens. Robert Taft (R-Ohio) a Richard Russell (D-Ga.).

FILM FIRE AT JWT

Extent of Loss Unkno

A LARGE quantity of film us for television commercials was d stroyed and some photograph equipment damaged last Tuesd when fire broke out in a fil storage booth in the tenth-floor o fices of J. Walter Thompson C 420 Lexington Ave., New York.

No estimate had been made la last week of the loss incurred the blaze, which started at appro imately 10:30 a.m., forcing near 100 employes out of the offices. U usual density of smoke required extra call for emergency gas mas

WBKB (TV) Offers Tim

THE FIVE Chicago-area colleg which are airing educational pr grams on WBIK (FM) have be offered free time by WBKB (T to outline their educational obj tives for their own video outl WBKB, which is affiliated w WBIK, has set aside a quarter-ho each weekday afternoon for repr sentatives of the U. of Illinois, La Forest College, Illinois Institute Technology, Roosevelt College a Loyola U. to discuss the needs educational television, what viewe would like to watch and what t schools plan for TV.

Houston Telethon

SIMULCAST by Houston KPR and KPRC-TV for 16 hours Ap 19-20 raised $120,000 plus or cents per TV set in the area durin a telethon drive for cerebral pal treatment funds.

EDUCATION ON COMMERCIAL TV

Dunham Data Refutes Educators' Claim

ARE commercial telecasters—networks and independent operators—cooperating adequately with educational institutions by contributing their time and facilities to noncommercial fare in the public interest?

And are educators doing all they can to promote their own cause on commercial television outlets on the scale they approached this task in radio?

Franklin P. Dunham, radio-TV director for the U. S. Office of Education, has mixed opinions on these two questions. To throw some light on the subject, Dr. Dunham came armed with a fist full of statistics to the 22d annual Institute for Education by Radio-Television at Columbus, Ohio, where the accent was on educational TV reservations (see separate story).

Dr. Dunham feels commercial radio-TV broadcasters are making important contributions but urged educators to take the initiative in their own communities as they have in connection with radio on which some 78 programs are aired each week by the networks.

"If we move this thinking into television which we are about to do . . . we will probably be able to present an equal number of educational television programs," he told IERT delegates. But what of possible overlap between prospective non-commercial educational stations and commercial broadcasters in the area of obligation?

"Those who will venture to own and operate their own station . . . will find ready cooperation from people who have pioneered in commercial television and soon types of programs which are better fitted to university and school production will find themselves the responsibility of education's own stations," he asserted.

Dr. Dunham observed a conviction held by some educators that "television is not following the example of radio" in offering time to institutions. Ingenuity and enticing fare is the answer, he said.

Dr. Dunham recalled that years ago he and Dr. I. Keith Tyler, institute director, agreed that "an educational program was one that was put on for the *purpose* of education regardless of whether it succeeded in that purpose or not." But now, he noted, FCC "deliberately and arbitrarily has judged the program on the strict criteria of its source."

Today well over half of commercial stations are in the field.

Here is a breakdown of educational programs presented by commercial TV stations as compiled by Dr. Dunham:

WBZ-TV Boston—*The Living Wonders*, from the Museum of Science.

WPIX (TV) New York—*Operation Blackboard*, planned by Ed Stasheff, TV director of New York City Schools.

WCAU-TV, WFIL-TV, WPTZ (TV) Philadelphia—At least 16 TV programs during any single week in cooperation with Board of Education. Mentioned were WFIL-TV's *College of the Air* and Dr. Roy Marshall's *Nature of Things* on NBC-TV.

WMAR (TV), WAAM (TV), WBAL-TV Baltimore—Numerous educational shows. Home of the famous *Johns Hopkins Science Review* on DuMont TV Network.

WMAL-TV, WNBW (TV) Washington—Science and music fare. Georgetown, Catholic, George Washington, American and Howard universities and public schools, as well as Arlington, Va., schools utilizing TV.

WDTV (TV) Pittsburgh—". . . Although crowded with the offerings of four networks, has had time to develop educational programs with U. of Pittsburgh, Carnegie Tech and Duquesne U."

WAGA-TV, WSB-TV, WLTV (TV), Atlanta, Ga., and WDSU-TV New Orleans—Have begun experimental series with local universities and school system.

WTVJ (TV) Miami—Many series of programs already produced by U. of Miami—public discussion, drama and science.

KPRC-TV Houston, KRLD-TV, WFAA-TV, WBAP-TV Dallas-Ft. Worth; KEYL (TV), WOAI-TV San Antonio—Programs originated at Radio House on U. of Texas' campus and produced on individual stations.

WKY-TV Oklahoma City and KOTV (TV) Tulsa—Cooperating with universities on experimental TV shows.

KOB-TV Albuquerque, N. M. and KPHO-TV Phoenix, Ariz.—Both carrying educational shows.

All seven Los Angeles stations—U. of Southern California, U. of California (L. A.) and Loyola U. produce shows.

KGO-TV, KPIX (TV), KRON-TV San Francisco—Voluntarily provide time.

KING-TV Seattle—". . . Has carried some of the most exciting experiments in children's programs"—*Telaventures for Children*.

KDYL-TV, KSL-TV Salt Lake City—Done programs with U. of Utah.

WOW-TV, KMTV (TV) Omaha—Cooperated with Creighton U. WOW-TV ". . . one of the pioneers in educational television." U. of Omaha gives credit for courses over WMTV.

WOI-TV Ames, Iowa—". . . One of the most notable of all centers in the country." A commercial TV outlet of Iowa State College served by all four networks.

KSTP-TV, WTCN-TV Minneapolis-St. Paul—A janitor's strike a year ago started the ball rolling here educationwise.

WTMJ-TV Milwaukee and WBKB (TV), WENR-TV, WGN-TV, WNBQ (TV) Chicago—Programs successful here "despite fact that "demands on the time of the stations in these cities have been overpoweringly great."

KSD-TV St. Louis—Carries many programs with public school system and cooperates with other institutions on feature programs.

WCPO-TV, WKRC-TV, WLWT (TV) Cincinnati—Shows put on by U. of Cincinnati and Xavier U. Also tested effectiveness of shows in project with WLWT.

WEWS (TV) Cleveland—Western Reserve U. produces four regular college courses for credit.

WWJ-TV, WJBK-TV, WXYZ-TV Detroit—Successful telecourses with Wayne U., U. of Detroit, U. of Michigan and public schools. WWJ-TV and U. of Michigan cited particularly.

WBEN-TV Buffalo—Early experimenter with programs, under aegis of Mount St. Joseph's Teacher's College and U. of Buffalo, with former center of TV training as well.

WHAM-TV Rochester—Pioneer in programming from start with cooperation of U. of Rochester and Eastman School of Music.

WSYR-TV, WHEN (TV) Syracuse—Former operates downtown and U. of Syracuse studios; later produces programs for School of Forestry. Both have experimented in drama, art, news and music.

Among the "outstanding" network programs cited by Dr. Dunham are ABC-TV's *Town Meeting of the Air*, NBC-TV's *Inside Our Schools* (with *Time* magazine) and the opera, *Amahl and the Night Visitors;* CBS-TV's *See it Now* with Ed Murrow, *Mr. I. Magination* and New York Philharmonic Orchestra; and DuMont TV Network's *Keep Posted* and *Life is Worth Living* with Bishop Fulton J. Sheen.

HILL CAMERAMAN

Proposed by Sen. Hayden

WHAT do Senators think of television as a medium through which they can express themselves?

The answer came during debate on an appropriations bill April 17. Sen. Carl Hayden (R-Ariz.) proposed the voting of a $3,600 salary for a newly-created TV cameraman post in the Joint Congressional Recording Facility, U. S. Capitol. This is the studio which records (or films) reports by congressmen for home station consumption.

Sen. Hayden's request was included in the Third Supplemental Appropriation without objection.

COLLEGE FOOTBALL

TV Threat Is Cited

TELEVISION represents "a $10 million threat" to college football, according to Robert A. Hall, Yale, chairman of the National Collegiate Athletic Assn.'s special TV committee.

Speaking on a WTIC Hartford program, *Yale Interprets the News*, Mr. Hall argued that colleges should share receipts of televised football, otherwise a financial premium on winning teams will be created and it will kill amateur football.

Washington Watches | *Women's Shows*

"INGA'S FIGURE FORMULA"
9:45 - 10 a.m.
Monday through Friday
Inga puts an attractive model—and her viewers—through their exercise paces every morning. And the women watch it—witnessed by an 8.0 cumulative rating (ARB, March, 1952).
SPOT PARTICIPATIONS—$65.00

Watch Washington

Retail sales in Washington are climbing . . . climbing . . . Sales Management Magazine has designated the city as a "preferred" one every month this year. Television set ownership is climbing too . . . 354,129 as of April 1.

wnbw Channel 4

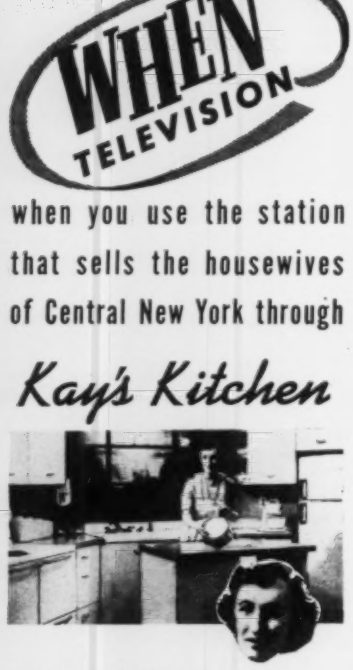
NBC Television in Washington
Represented by NBC Spot Sales

NOW YOU'RE COOKING WITH

WHEN TELEVISION

when you use the station that sells the housewives of Central New York through

Kay's Kitchen



Thousands of homemakers are benefiting by the knowledge and experience of Kay Larson, herself a housewife and mother. She is hostess of this popular participating kitchen show, televised each weekday morning from 10 to 10:15 right before Arthur Godfrey. In her modern, fully equipped electrical kitchen, she demonstrates the latest kitchen gadgets, gives food hints, prepares and demonstrates recipes.

LET KAY'S KITCHEN GO TO WORK FOR YOU

On Central New York's Most Looked at Television Station

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

film report

Production . . .

National Repertory Theatre Inc., Hollywood, has been formed with headquarters at Motion Picture Center for production of half-hour TV film series. Cooperating with the Arthur Kennedy Theatre Workshop, officers in the new set-up include **Tony Owen**, president; **Donald Hyde, Jay Hyde** and **Arthur Kennedy**, vice-presidents; **William Kozlenko**, secretary-treasurer.

Already completed are *The Victim*, co-starring **Edward Arnold**, written by Mr. Kozlenko, and directed by **Robert Florey**; *This Is Villa*, co-starring **Akim Tamiroff**, film actor, written by **Josephine Niggli**, and directed by **Ray Enright**.

Group will share profits on participation basis. Rotating directors will be chosen from pool of interested motion picture directors including **King Vidor, Tay Garnett, David Miller, Ray Enright** and **Robert Florey**.

Interstate Television Corp., Hollywood, subsidiary of Monogram, will finance production and distribute completed series.

* * *

Jerry Fairbanks Productions, Hollywood, is to produce a half-hour TV film, *The Greatest Mother*, for Family Theatre which will be offered to all stations without charge for Mother's Day telecasts. Making her TV debut **Loretta Young**, film star, will enact leading role. **Gene Lockhart**, stage and film actor, will be featured as will a 32-voice choir. **Arthur Pierson**, will direct with Father Patrick Peyton, CSC, founder of group, producing. **Fred Niblo, Jr.**, has completed script.

* * *

Edward Lewis Productions, Hollywood, is starting a 26 half-hour TV adventure film series, *The Affairs of China Smith*, packaged by **Tableau Television Ltd.**, Beverly Hills. **Dan Duryea**, stage and film star, will enact leading role with **Edgar Barrier**, film actor, featured. Series, dealing with intrigue in Far East, will be distributed by **Prockter Syndication International** and already is sold in 23 markets. **Arthur Person** will direct from scripts by **Robert C. Dennis.**

* * *

Leon Fromkess and **Harry S. Rothschild** of **Arrow Productions** announce the completion of set lead for their TV series, *Ramar of the Jungle*, which stars **Jon Hall**, with the signing of **M'Liss McClure, Ray Montgomery** and **James Fairfax**. Series rolls May 15. **Rudy Flothow** produces and **Lew Landers** directs.

* * *

Casting of the first three *Craig Kennedy Criminologist* TV film shows in the second series has been completed, producer-director **Adrian Weiss** has announced. A total of 13 shows will be filmed. Shooting started last week at KTTV (TV) Los Angeles studios. Heading the cast is **Donald Woods** in the title role.

* * *

The Thrill of Your Life series of 13 half-hour shows produced by **Thrills Unlimited** is now ready for distribution by **Louis Weiss & Co.**, Los Angeles.

* * *

Clete Roberts, commentator of KLAC-TV Hollywood's *World Report*, has gone to Japan, Korea and Hong Kong for three months of reporting on the Korean situation. Series of 260 quarter-hour films will be distributed nationally by **United Artists Television.**

* * *

Television Screen Productions Inc., New York, has announced completion of 39 episodes of five-minute animated film series for children, **Jim and Judy in Tele-land.** Series is offered for sponsorship on two- or three-times-a-week basis, with 52-week program contracts accepted on twice-a-week schedules.

* * *

Roy Rogers Productions is shooting four new half-hour films for NBC-TV series, titled *Phantom Wrestlers, Bad Man's Brother, Death Medicine* and *Violence in Paradise*, on location at Walker's Ranch, Newhall, Calif. **Bob Walker** directs with **Jack Lacey** producing.

* * *

Transfilm Inc. is to start production Tuesday of the second program of its series with **Burgess Meredith** in Edgar Allen Poe's "The Tell-Tale Heart." Series is supervised by **Joel Hammil**, formerly in charge of NBC program development, and "Tell-Tale Heart" will be directed by **Alex Hammid**, co-director of Gian Carlo Menotti's film, "The Medium." First program in series features **Basil Rathbone** reading Robert Louis Stevenson's "Le Sieur DeMaletroit's Door."

* * *

Werner Janssen, composer-conductor, has formed **Werner Janssen Productions**, Hollywood, headquartered at California Studios, to produce series of 100 three-minute color films for TV and theatrical release. Based on combination of classical music selections and their visual dramatizations, programs will feature Mr. Janssen and [illegible] piece Janssen Symphony Orchestra of Los Angeles. **Jean Bonaccorsi** and **Carl Palanzi**, (singers) [illegible] Francisco Symphony Orchestra, have signed for the first 10 films. **Sobey Martin**, director Grant-Rollo Productions, *Your Show Time* (series produced for American Tobacco Co.), and **Stanley Neal**, [illegible] dustrial film producer, will serve in their respective capacities.

* * *

Bing Crosby Enterprises, Culver City, is finalizing plans for a new half-hour TV film series, as yet untitled, based on short stories of **Louis Bromfield**, 1929 Pulitzer Prize winner. **Richard Llewellyn**, author of *How Green Was My Valley*, is adapting script for pilot film *Up Ferguson's Way*, and Mr. Bromfield will narrate from his farm in Ohio. **Bernard Girard**, current producer-director company's *Rebound* series, will serve in similar capacity.

* * *

Official Films will distribute two new half-hour TV film series, *Secret File U. S. A.* and *Rocky Jones, Space Ranger*. Former, featuring **Robert Alda**, stage star, is based on OSS files and will be

(Continued on page 78)

JACL PROTESTS

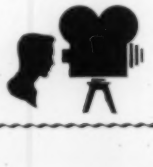
Says Japanese 'Typed' on TV

LETTERS are to be mailed to the FCC, NARTB and radio and television broadcasters by the Japanese American Citizens League, Chicago, protesting discrimination and "inequities" in television programming to American citizens of Japanese descent.

Specifics of the protest involve telecasting of old films, particularly those dated in the World War II period, depicting Japanese and Japanese-Americans as "vicious and traitorous," according to League President Dr. Randolph Sakada. The group is asking also that FCC intervene "as far as possible" with Japanese wrestlers on TV, who encourage the stereotype of a Japanese which prejudices viewers, the president said. Movies he cited included "Let's Get Tough," "Little Tokyo U. S. A." and "Betrayal From the East."

Although the league is concerned primarily with TV at this time it has a committee which studies all entertainment and allied fields for discrimination, he said. He described telecasts of the kinds cited as "injurious to the concept of fair play, an impediment to understanding and tolerance, and capable of fomenting prejudice which can be easily translated into action."

TV Station experience pays off for advertisers



television film productions

COMMERCIALS AND NEWS COVERAGE

611 S. WHEATLAND AVE. COLUMBUS 4, OHIO

"HEART OF THE TEST MARKET"

RICHARD ROBBINS—PRODUCER-DIR.

UNDER REVIEW

'Objectional' Shows Listed

TWO shows, *The Continental* and *Stork Club*, were attacked in the National Television Review Board's March report on network programs. This Chicago organization found them objectionable for the family and noted *Continental* is being taken seriously by some elderly women.

Another program, *Juvenile Jury*, placed low on the list as "frivolous regarding family authority and customs . . . why doesn't somebody spank the moderator." In the "variable" category was wrestling and Milton Berle's *Texaco Star Theatre*. Wrestling shows depict "false values . . . excite savage instincts . . . create unstable emotions," while Mr. Berle's program, although improved, needs "more imagination to eliminate off-color situations and portrayals of perverted individuals," the board concluded.

LAAW TROPHIES

Presented to Ad Women

HELEN MURRAY HALL, advertising and promotion manager of NBC Western Division, received the Los Angeles Advertising Women Inc. "Lulu" award for "best research project" at the group's sixth annual Frances Holmes Achievements Awards presentation at Los Angeles April 20.

Others receiving trophies were were Doria Balli of TV Ads Inc., for best TV commercial spot campaign (Metropolitan Savings & Loan Assn.), and Betty Mears of Betty Mears Teleshows, for Max Factor & Co. campaign; Jeanne Gray, KNXT (TV) Los Angeles, best sponsored TV program series, with Monty Margetts, KNBH (TV) Los Angeles, second place.

Mary Lou Gordon, public relations director of Orthopedic Hospital, Los Angeles, received an award as "outstanding woman in advertising in 11 western states and Canada." She also received a "Lulu" for the best public relations campaign.

Miss Holmes, in whose honor awards are made annually, was given a perpetuating trophy. Helen Edwards, LAAW president, opened the meeting, with Norman Jean Wright, awards coordinator, presiding. Barbara Stanwyck, film actress, made presentations.

WBEN-TV Tower

NEW triangular tower to be erected for WBEN-TV Buffalo by Ideco Division of Dresser-Stacey Co., Columbus, Ohio, is 1000-feet high, not 100 feet as incorrectly listed in the March 31 BROADCASTING • TELECASTING. Ideco displayed a section of its "Tall Tower" at the NARTB Chicago convention.

FORD FOUNDATION

Income Above Expenditures

FORD FOUNDATION'S income outstripped its grants and expenditures by $8,135,504 in 1951 and the fund's balance at the end of the year stood at $502,587,957, according to the annual financial statement released last Friday.

Income consisted of $30,909,798 in dividends, $1,012,749 in interest, and $39,243 from "other" sources, for a total of $31,961,790. Grants approved during the year totaled $22,286,214, while expenditures for furniture, equipment, leasehold improvements, and general operations amounted to $1,540,072 for a total of $23,826,286 in grants and expenditures. This $8,135,504 excess of income over grants and expenditures, coupled with $1,774,198 derived through the sale of certain real estate and personal property, left the fund balance at the end of 1951 $9,909,702 ahead of the $492,678,255 balance at the end of 1950.

Grants approved during the year included $1.2 million to the Fund for Adult Education for establishment of the TV-Radio Workshop, plus $3.6 million to the Fund for other adult education projects; $50,000 to the Advertising Council for a restatement of the principles of American Society"; $150,000 to the National Committee for a Free Europe Inc. "to support humanitarian activities in Germany," and $35,000 to World Wide Broadcasting Foundation Inc. "to support shortwave international broadcasts."

CBS-TV CLINIC

Agenda Taking Shape

GLENN MARSHALL Jr., general manager of WMBR-TV Jacksonville, Fla., will discuss TV station operation at CBS-TV's clinic in New York May 1-2 [B•T, April 21], network officials announced last week.

Mr. Marshall also will take part in a panel of station managers, CBS-TV executives, and other industry leaders who will answer questions from the 500 or more representatives of CBS Radio and CBS-TV affiliates expected to attend the sessions. Other panel members, it was announced, will include George B. Storer, president, Fort Industry Co.; D. Lennox Murdoch, manager, KSL-TV Salt Lake City, and Clyde W. Rembert, general manager, KRLD-TV Dallas.

NAM TV Shorts

AFTER 79 weeks, National Assn. of Manufacturers weekly TV short series, *Industry on Parade*, has been pronounced a success, according to an article in *Business Week* magazine's April 19 issue. The "non-propaganda" 13-minute series of two to four minute shorts depicts American industry in newsreel style and is offered free to TV stations by NAM, which says 55 stations have accepted the series.

The tube with the "built-in cash register"

This high-power triode literally *keeps on putting money in your pocket all its life.*

The secret: Its thoriated-tungsten filament takes 60% less filament power than would a pure-tungsten filament—can *save $1300 or more a year* on filament power alone in 50-kw AM transmitters. In addition, you may obtain even greater savings with the 5671 because of its exceptionally long life. (A case in point: The oldest 5671 at WGAR has passed the 30,000-hour mark and is still in excellent condition.)

These savings represent a handsome bonus, indeed, for any 50-kilowatt station now using older types in the modulator and the power amplifier.

For tube service in a hurry, call your local RCA Tube Distributor

RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

Film Report

(Continued from page 76)

filmed both in New York and Hollywood. Producer-director **Arthur Dreifuss** will use semi-documentary technique with **Frank Gallop** narrating.

Tying in with this *Rocky Jones, Space Ranger* is Space Ranger Enterprises, headed by **Jack Danov**, with 25 licensees contracted for delivery of various articles of wearing apparel. Mr. Danov will be in New York for Boys' Apparel Show, May 4, for screenings of films and display of merchandise.

* * *

Herman Hack, announces that **Scripture Films**, which he heads, is now releasing a series of three *Frontier Parson* films for television. Films are titled "Humble Heart", "Reads the Bible" and "God's Animals"; they are available in either black and white or color. Mr. Hack, who is producer and stars in the series, asserts that each story has been selected so that there are no scenes which might tend to shock children. Films have 26-minute running time.

* * *

Sales . . .

Four-market sponsorships of *Double Play With Durocher and Day*, film program distributed by **United Television Productions**, were scheduled by **Aaron Beckwith**, UTP sales director, who announced that **Harts' Sales Corp.**, manufacturers of auto polish, had added Dallas and Houston to their earlier contracts for Phoenix and San Antonio. Deal brings total markets for the series to 20, Mr. Beckwith said, with negotiations also under way for sales in New York and Chicago. Same program was bought by **McCann-Erickson** for **Fehr Brewing Co.**, Indianapolis, to start May 1 on WFBM, same city.

* * *

Peerless Television Productions, New York, added three stations last week to those carrying its group of 26 feature films, bringing to 16 the total of markets now served. New subscribers include WDTV (TV) Pittsburgh, WFAA-TV Dallas, and WMAR-TV Baltimore.

* * *

CBS-TV's new film series, *Files of Jeffrey Jones*, has been bought by **Felber Biscuit Co.**, Columbus, Ohio, through **Harry M. Miller Inc.**, that city, for distribution in two markets: WLWC (TV) Columbus, effective immediately, and WHAS-TV Louisville, beginning May 1. Series also has been sold to **Household Finance Corp.**, Chicago, through **Needham, Louis & Brorby**, same city, for placement on WBKB (TV) Chicago, time and date to be announced later, bringing total sales to six.

* * *

Alexander Film Co., Colorado Springs, announces the recent TV commercial productions for the following organizations:

Adolph Coors Co., Golden, Col., one 20-second film through **MacGruder-Bakewell-Kostka Inc.**, featuring **Coors Beer. Frigidaire Division**, General Motors Corp., Dayton, Ohio, eight 20-second, eight 26-second, eight 60-second, and eight 90-second films through **Foote, Cone & Belding. The Gruen Watch Co.**, Cincinnati, two 60-second films through **McCann-Erickson Inc. Continental Airlines**, two 60-second and one 20-second films through **Galen E. Broyles Co.**, Denver. **The Borden Company**, Houston, Tex., three 20-second films through **Tracy-Locke Co. James Manufacturing Co.**, Independence, Kan., two 26-second, two 46-second, and one 13-second films through **Galen E. Broyles Co. Coron, Inc.**, Danville, Ill., one 60-second film. **Merchant's Biscuit Co.**, Omaha, Neb., four 20-second and one 10-second films through **Allen & Reynolds. C. J. Hug Co.**, one 20-second film featuring Imperial Clocks.

TELENEWS EXPANSION

Set at L. A., Chicago

TELENEWS Productions Inc., New York, last week announced expansion of its Los Angeles and Chicago bureaus "to meet the growing demands of . . . TV newsreel operations."

Telenews General Manager Charles Burris said increase in TV newsreel activity has placed "a heavier load on all Telenews-INS bureaus around the world."

Staff camermen Fred Dieterich anl Bob Hess of the New York offices have been transferred to West Coast and middlewest bureaus, respectively, in line with the expansion policy.

'Passing Interest'

FCC CHAIRMAN Paul A. Walker received minute-long standing ovations before and after his luncheon address to National Assn. of Educational Broadcasters in Columbus April 18. He also drew a chuckle from IERT audience when he cited a $9 million bequest willed to Ohio State U. by an alumnus. "I will not identify this educational institution," he said, "beyond noting it is a leading state university which has expressed more than a passing interest in noncommercial educational television — and that it is located in the capital city of an up-and-coming mid-western state." OSU's "more than passing interest" was, of course, in a VHF channel on which it was rejected.

UTP ELECTIONS

Blink, King Re-Named

MILTON M. BLINK, executive director of United Television Programs, has been named executive vice president.

Gerald King was re-elected president of the film distributing company and will continue to head the Hollywood offices. Mr. Blink is in charge of Chicago headquarters, while the New York offices are managed by Aaron Beckwith, director of sales.

UTP was founded in January 1951 by Messrs. King and Blink, president and vice president, respectively, of Standard Radio Transcriptions, parent organization for UTP. The subsidiary distributing company handles film programs exclusively for Bing Crosby Enterprises, Marion Parsonnet Studios, Walter Schwimmer Productions, Gross-Krasne and Kling-United Studios.

Rorabaugh Adds Six

SIX more advertising agencies have begun reporting their monthly spot radio schedules to the Rorabaugh Report on Spot Radio Advertising, the research firm announced last week. Agencies are: Bo Bernstein & Co., Providence; Farquhar & Co., Utica, N. Y.; Gregory & House, Cleveland; Henderson Adv. Agency, Greenville, S. C.; Moser & Cotins, Utica, and Stockton - West - Burkhart, Cincinnati.

THEATRE TV

Johnston Gives Vi

PROSPECTIVE "marriage" television and movies promises birth of "a new and prosperous for the motion picture industr Eric A. Johnston, president of Motion Picture Assn. of Amer predicted April 15 at a Los Ange Chamber of Commerce banq celebrating the 50th anniversary the first American motion pict theatre.

Scoffing at opinions that te television and movies "can th only at the expense of each oth Mr. Johnston declared that la audience theatre television "op a broad new avenue of opportu for the motion picture industry."

Terming large audience tel sion a "sleeping giant" today, predicted it is destined to be major factor in the operation every motion picture theatre morrow. Enlarging on his pred tion, Mr. Johnston explained th his industry has asked FCC allot frequencies for operation theatre television. Hearing on t petition begins in the fall.

If the frequencies are allott Mr. Johnston said, "far-sighte men in our industry see in th marriage of motion pictures a electronics the birth of a new e in the world of entertainment."

HILL TELECASTS

Favored in Veteran Sur

OVERWHELMING vote among th membership of the American Ve erans of World War II favors tel casting sessions of Congress either a selective or general bas

According to a poll taken AMVETS members, 79% ballote for telecasting of Congress an committee meetings when nece sary. Only 15% voted against th proposal and 6% had no opinio Majority of those in favor sa they wanted to be sure Uncle Sa would not have to foot the bill fo congressional TV.

Results were noted April 21 the *Congressional Record* by Re Jacob K. Javits (R-N.Y.).

XHTV (TV) to CBS-TV

CBS Television last week announc signing of XHTV (TV) Mexico Ci as its 63d network affiliate. Owne by Television de Mexico, S. A. wi Romulo O'Farril Jr. as presiden and Monte Kleban as general ma ager, XHTV operates on Channel Service will be by television record ing.

SOONER or LATER
some aggrieved listener
accuses you of
LIBEL OR SLANDER
and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is
ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Kansas City, Mo.

RANGERTONE
BEST FOR TV FILMS
USED BY
EMPIRE BROADCASTING CORPORATION
480 Lexington Avenue, New York, New York
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.

BASEBALL
SOUND EFFECT RECORDS
5 D/F SPEEDY-Q DISC COVER ALL REQUIREMENT
$10. or $2. ea.
Order C.O.D. Today While Supply Last
Charles Michelson, Inc

CONTEMPT TRIAL
Is Set for D. C. May 20

TRIAL date has been set for May 9 in the Senate contempt case of Cleveland Morris Kleinman and Louis Rothkopf, it was learned last week. The trial will be held in District Court, Washington, D. C.

The men are alleged king-pins in the gambling world who refused to testify at the Kefauver Crime Committee hearing last year. They cited sound recording and newsreel cameras, and TV cameras as well, in their refusal.

Messrs. Rothkopf and Kleinman were indicted by a Washington grand jury last month [B•T, March 17]. They are expected to bring up the media question in their defense argument.

If the judge, as yet unassigned to the case, should rule on the media aspect, Assistant U. S. Attorney William Hitz, who is handling the case for the government, feels it may be a "complete test" of radio and newsreel presence at Congressional investigating committee hearings. At the same time, it should serve as a "partial" test for TV.

The Kefauver committee was a Senate unit. As such, it had no relationship to the House where an overall ban has been placed on radio-TV coverage of committee hearings.

However, any ruling which touches on the right of broadcast media to be present during an investigating committee's hearing may be cited as a precedent and probably would affect all Congressional procedure.

$30 UHF Adapter

UHF adapter for less than $30 which the set owner can install was announced last week by Harvey L. Pokrass, president of Tele King Corp., who said the device will be in mass production by fall. Shaped like a midget radio, the adapter can be plugged in and the antenna connected to the antenna terminals and the receiver to the receiver terminals. It will receive all UHF channels, he said.

U.S. SHOWS GO SOUTH OF BORDER
New Sub-Title Process to Aid Mexican TV

MEXICAN audiences promise to be a new source of income to help reduce high programming costs of U.S. commercial TV shows with the development of an inexpensive method of super-imposing Spanish sub-titles on English language video shows.

After six months of experiments and negotiations, a mechanical method has been developed which is said to cost less than 10% of usual film sub-titling process and contracts with U.S. networks have been drawn by Romulo O'Farril Jr., operator of XHTV (TV) Mexico City and XELD-TV Matamoros, according to Monte Kleban, head of the O'Farril international interests, who helped Mr. O'Farril in developing the new process.

Mr. Kleban said the program to be used will advertise products sold both north and south of the border. Since 70% of U.S. network TV users sell products in Latin American markets, they are expected to open up a huge potential field for sponsors.

Foreign branches of U.S. manufacturers who have ordered these programs for broadcast in Mexico represent drug, automotive, accessory and appliance accounts and practically every category of advertiser, according to Mr. Kleban.

Mr. O'Farril Jr., who with his father holds 18 licenses for stations in Mexico, predicted an eventual network in Mexico which will receive U.S. TV programs and transpose them at one central point. He added, "There is no reason why we should not be feeding these programs throughout Central and South America." He said he believed "many programs which we originate here will be of interest to U.S. audiences."

Mr. Kleban said branches of U.S. advertising agencies who have seen the shows in Mexico City demonstrations endorse the use of the transposition programming and feel it not only will supplement present U.S. shows financially, but will co-ordinate advertising on an international plane.

AIR CONDITIONING
TV Thaw Should Aid Sales

TV THAW is expected to re-open a broad field where air conditioning is a must, according to Lawrence K. Macrow, director of application engineering for Carrier Corp., Syracuse, N. Y.

An overriding problem in video studios is heat, Mr. Macrow explained. Carrier Corp., he added, has made a special study of TV studio problems and has distributed information to its sales offices so that dealers could provide expert assistance.

PRESSURE GROUPS
Working on TV—Rice

TELEVISION, "probably the most important medium for dissemination of ideas, theories and information," is being weakened by pressure groups acting as censors and by the industry itself with its TV code. This was charged by playwright Elmer Rice in a Chicago address April 15 to representatives of agencies, stations, networks and packaging firms.

He said the argument that voluntary regulation is needed to avoid government regulation is "nonsensical." There are no such restrictions on content imposed by newspapers and magazines, he said, referring to the success of certain pressure groups in controlling program content and performers indirectly by boycott. He asked "what would happen to the free press if paper printed nothing that was offensive to anyone? If everything in them was suited, . . . to children?"

PRICE PROTECTION
Given by DuMont, Emerson

PRICE protection policies, insuring dealers and distributors against depreciation in value of their radio-TV set inventories, have been announced by Allen B. DuMont Labs and Emerson Radio and Phonograph Corp. The policies cover varying periods for each firm.

Distributors are guaranteed for a 12-week period—from April 21 through July 13—by DuMont's receiver sales division, Walter L. Stickel, national sales manager, announced. Guarantee insures them against any reductions which may be made by DuMont in prices below the published price schedule. Distributors will receive a merchandise credit equal to the excess they paid over reduced prices if they also extend the same figure to dealers.

Under a similar policy, announced by Benjamin Abrams, Emerson president, distributors are authorized to give dealers a guarantee against depreciation of Emerson inventories from now until Oct. 1.

America is SOLD on ABC

RICHMOND, INDIANA IS SOLD on WKBV

Represented by ROBERT MEEKER ASSOCIATES, INC.

STANDARD Believes in ADVERTISING and Advertisers Believe in STANDARD

The Register Contains
- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executives
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

WHEN time counts — and you want to know the brand name of a product — what company makes it — the names of the officers (especially the Advertising Manager, the Advertising Agency) — where they advertise and how much they spend — you'll realize why the STANDARD ADVERTISING REGISTER belongs on *your* desk.

Better get the facts. Just drop us a line on your company letterhead and we'll do the rest.

THE AGENCY LIST

Standard source of information about 3,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

Free Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

NATIONAL REGISTER PUBLISHING CO., INC.
130 West 42nd Street, New York 36, N. Y. — 333 N. Michigan Avenue, Chicago 1, Illinois

PROOF ✓ POSITIVE THAT K-NUZ BRINGS RESULTS

Kronberger Jewelers Speaks Out for K-NUZ Pulling Power . . .

Here is a letter K-NUZ received from F. G. Kronberger, owner of F. G. Kronberger Jewelry Store:

Gentlemen:

It is only now that I get around to commenting on the service which your station rendered recently during my sale.

I am very pleased with the way your station pulled in the customers. Since I had never before used radio as a means of advertising, I was a little apprehensive. But as it turned out, that was the most productive advertising money I ever spent.

If, in the future, I should reenter the retail field again, radio would be the first thought in my mind for advertising purposes.

Thanks for a job well done!

Yours sincerely,
F. G. Kronberger

TIME BUYERS' INFORMATION

Kronberger used four 50 - word announcements daily, Monday through Saturday.

Available: "DINNER DATE" with Paul Berlin 5:30 to 5:45 PM—Monday through Friday

3.1 HOOPER TIED FOR NO. 1 IN MARKET

Call FORJOE, National Representative or DAVE MORRIS, General Manager at KEystone 2581 TWX-HO 414

K-NUZ

HOUSTON'S LEADING INDEPENDENT

Our Respects to

(Continued from page 50)

a local institution as its AM operation.

During his six years in Charleston, Mr. Gelder's civic activities have put him on the board of directors of the Red Cross, the Charleston Symphony Orchestra, Community Theatre, Community Chest and Family Service.

Two years ago he was campaign chairman for the Community Chest. His enthusiasm plus his every possible use of radio publicity, put the campaign over its goal there for the first time in local history.

He currently is president of the West Virginia State Broadcasters Assn., a member of the Charleston Rotary Club and the public affairs committee of the Chamber of Commerce and is chairman of the communications division, of the West Virginia Civil Defense Organization.

Mr. Gelder was born Jan. 9, 1919, attended grade school in Grand Rapids, Mich., junior and senior high school in Marion, Ind., and got his university training at Ann Arbor.

In 1941, Mr. Gelder married the former Elizabeth Stairs of Beckley, W. Va. They have two children, Carolyn, 7, and Tommy, 3. Whenever there are a few hours away from station and civic activities, his family, golfing and fishing take over.

In golf, his technical ability has not quite overtaken his buoyant enthusiasm with the result that his scores are erratic.

In fishing, friends say he is much more consistent—he seldom catches anything.

At WCHS, staff members believe Mr. Gelder is "perhaps" the only radio station vice president in the United States with a trotting horse named for him.

Lewis C. Tierney, president of Tierney Co., licensee of WCHS, owns a horse breeding farm. He needed a name for a colt which was to be entered in the Futurities. He came up with the name—"Jack Gelder."

Friends say if the colt moves as fast in the trotting races as Mr. Gelder has in the radio industry, put your money on him.

Ayers Forms Firm

JAMES S. AYERS, general manager of WAKE Greenville, S. C., announced last week that he will open a representation firm to serve southeastern radio and television stations starting June 1. The firm, James S. Ayers Co., will have headquarters at 77 W. Paces Ferry Rd., Atlanta, and will cover Virginia, North Carolina, Tennessee, Mississippi, Louisiana, Alabama, Georgia, Florida and South Carolina. Mr. Ayers has resigned the WAKE general managership effective May 1.

allied arts

FRANK S. BORST, vice president of A. C. Nielsen Co., to Industrial Surveys Co., Chicago, as vice president in sales and client service department.

SAM KAPLAN, vice president-controller of Zenith Radio Corp., Chicago, elected to serve also as treasurer.

STANLEY R. ANDREWS elected vice president in charge of production facilities, Standard Coil Products Co., Chicago.

Mr. Andrews

MATHEW F. BARNES appointed regional sales manager for Zenith Radio Corp., in Southwest with headquarters in Dallas, Tex.

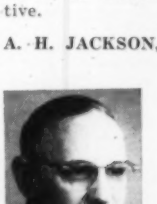
EDWARD GENOCK, associate editor of Paramount News, named editor-in-chief of Telenews Productions.

DOUGLAS J. SULLIVAN appointed manager of employe and plant community relations for General Electric Co.'s tube department, Schenectady, N. Y.

JOHN FENSTER, spot sales staff, ABC-TV New York, to Reeves Sound Studios, that city, in sales capacity.

VICTOR ELECTRIC PRODUCTS Inc., Chicago, appoints Al Middleman, N. Y., as national sales representative.

A. H. JACKSON, assistant manager of tower department, Blaw-Knox Co., Pittsburgh, Pa., appointed manager succeeding **E. J. STAUBITZ** who has retired.



Mr. Jackson

KENNETH C. De WALT, manager, General Electric Co. Cathode Ray Tube Dept., named department's manager of engineering with headquarters in Schenectady, N. Y., succeeded by his assistant, **ROBERT E. LEE.**

PAUL SMALL and **FELIX FERRY,** Beverly Hills talent agents, have severed partnership and will resume independent firms of **PAUL SMALL ARTISTS Ltd.,** Beverly Hills, and **FERRY & PICKMAN,** Hollywood.

GEORGE G. SCOTT, formerly assistant sales manager of Federal Telephone & Radio Corp., to television transmitter division of Allen B. DuMont Labs as regional sales representative in New York state and New England territory. **CHARLES E. BELL,** TV director, WBTV (TV) Charlotte, N. C., named regional sales representative in eastern and southeastern territory. **WILLIAM C. COTHRON** joins DuMont as sales engineer with headquarters in Clifton, N. J.

JACK PURCELL, manager of Capital Airlines' news bureau, to Hill & Knowlton Inc., Washington (public relations counsel), to serve as press and radio-TV head for Aircraft Industries Assn. of America Inc.

Equipment . . .

CONRAC Inc., Glendora, Calif., announces development of new low cost utility monitor designated CA which can be used for general purpose monitor in TV studios. Picture presented is 9" x 12" on 16GP4 kine scope.

RADIO CITY PRODUCTS Co., N. Y. announces production of TV-AM signal generator, Model 740, which gives performance of several combined instruments and provides for alignment of front ends, I F's, horizontal and vertical linearity, picture size, picture position, focus coil and ion trap.

WORKSHOP Assoc., Needham Heights, Mass., announces manufacture of new station transmitting antenna for UHF-TV featuring use of standard structural members. Antenna is high gain model that can be stacked into several bays for greater gain and is made of aluminum assuring minimum weight.

EL-TRONIC Inc., Phila., announces production of laboratory precision oscilloscope combining flexibility and accuracy which features vertical amplifier of 5 mc bandwidth with 4 in. of vertical deflection without overload. Unit has sweep oscillator variable from 10 cycles to 150 kc.

RYTEL ELECTRONICS Mfg. Co., Inglewood, Calif., announces manufacture of cathode tube reactivator which restores most low emission TV tubes up to 80% of original brilliance and adds 50% to tube life.

Technical . . .

CARLTON BROWN, supervisor of FM transmitting operations, WDRC Hartford, Conn., named supervisor of AM operations in addition to present duties.

J. LAWRENCE MARSHALL, CBC engineering department, Montreal, promoted to acting assistant transmission and development engineer.

WDUZ

ABC NETWORK

GREEN BAY, WIS.

BUTTERNUT COFFEE (BUCHANAN - THOMAS) NEWS SIX MORNINGS A WEEK WILL SOON START SIXTH YEAR.

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

EXTRA WEEK
March 9-15, 1952

EVENINGS, ONCE-A-WEEK NIELSEN RATING*

Current Rank	Program	Current Rating Homes %
1	Lux Radio Theatre (CBS)	14.3
2	Jack Benny (CBS)	13.2
3	Amos 'n' Andy (CBS)	12.9
4	People Are Funny (CBS)	12.6
5	Arthur Godfrey's Talent Scouts (CBS)	12.1
6	Charlie McCarthy (CBS)	11.8
7	Fibber Mc Gee and Molly (NBC)	11.4
8	Suspense (CBS)	10.5
9	Bob Hawk (CBS)	10.1
10	Our Miss Brooks (CBS)	9.8

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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IERT MEMBERSHIP

Life Certificates Granted

LIFE memberships in IERT for FCC Chairman Paul A. Walker, Comr. Frieda Hennock and Judith Waller, NBC Central Div., were announced at the annual dinner banquet of the Institute for Education by Radio-Television April 19.

Chairman Walker was cited as a "long-time friend of the co-founder of the Institute (W. W. Charters)," for his stand "for highest ideals of public service," and his consistent support of education. Comr. Hennock was described as the "outstanding exponent of educational television . . . a fighter and a zealous advocate."

Miss Waller was lauded as an "outstanding citizen, broadcaster and educator"; for her dedication to "the ideals of better broadcasting" and devotion to educator, and her "wise guidance" to IERT through its 22 years. Miss Waller is director of education for NBC in Chicago.

Certificates of lifetime membership in IERT will be presented to the FCC Chairman and Commissioner in Washington, since both were not present for the dinner.

EXPANDED news coverage has been announced at WFIN Findlay, Ohio, with addition April 14 of Associated Press radio wire.

PROGRAMMING

Audience Promotion Tops IERT Meet

BUILDING and holding audiences from the viewpoint of the agency timebuyer and station manager highlighted a weekend session of the 22d annual Institute for Education by Radio-Television at Columbus April 19. Attendance reached 1,000 for the four day conference.

Morris S. Novik, public service radio consultant and former director of the Municipal Broadcasting System (WNYC New York), told members that educational and commercial independent stations "must find the neglected audience" in their community and stress specialized programming. Such operation, he said, attracts steady listeners and can operate "with the least fear of television."

In a talk prepared by Elizabeth Black, media director, Joseph Katz Co., New York, it was explained that while audience ratings are an "important tool," the character of the audience "is often a weightier factor." She compared network broadcasting to magazine circulation and spot radio to local newspapers, noting the flexibility of the spot broadcasting.

Work of U. S. government agencies and national organizations also drew discussion in the waning sessions, as did international broadcasting and organized listener groups. A number of radio-TV workshops also were held.

In addition to a speech on international broadcasting by Comr. E. M. Webster [B•T, April 21], Gilmore Nunn, president of WLAP Lexington, Ky., reviewed work of the Inter-American Assn. of Broadcasters, of which he is a member, in preserving principles of free radio. Other talks were given by Leo Lowenthal, State Dept. Office of International Broadcasting, on program evaluations overseas for the Voice of America, and by Pierre Crenesse, director, French Broadcasting System.

Robert K. Richards, NARTB public affairs director, presided over a panel on broadcasting by national organizations April 19, with stress on public service fare. Jerome Reeves, program director, WBNS (TV) Columbus, was a panelist.

Role played by agriculture in broadcasting commanded attention of delegates in separate radio-TV meetings, with Paul Visser, NBC Chicago; Richard Cech, Iowa State College; and Mal Hansen, WOW-TV Omaha, exploring various topics. Maynard Speece, U. S. Dept. of Agriculture TV specialist, represented the government.

Mr. Cech described a program series he claims as the largest single "teaching - by - television" project ever attempted by one station (WOI-TV Ames). Preliminary reports indicate an audience of 20,000 women who enrolled for certain courses. Mr. Speece reviewed USDA video developments. Television also was suggested in another panel as a means of relieving the teacher shortage.

Various educational subjects, including public relations, education through commercial radio outlets, TV techniques, and professional training, also were reviewed in the closing days of the institute.

Sunday panels touched on school broadcasting, health and adult education, religious programming, religious broadcasting and government agency activities.

Presiding at closing government panel on educational programs was John Meagher, acting chief, Radio-TV-Visual Media, Dept. of State. Panelists included Kenneth M. Gapen, assistant director of Information for radio-TV, Dept. of Agriculture, and Lt. Comdr. Herman A. Spindt, chief, Armed Forces Radio Information Section, who reviewed Army Dept. activities.

Comr. Webster also addressed a luncheon session of the Assn. for Education by Radio-Television on Saturday.

Air Walker Forum

WHEN FCC Chairman Paul A. Walker appeared as guest of the *New York Times'* Youth Forum in Columbus April 18, the entire proceeding was recorded by the Liberty network for broadcast at a later date. Forum was held in connection with the Institute for Education by Radio - Television meeting. Chairman Walker appeared at Columbus' Central High School Auditorium after an address at the National Assn. of Educational Broadcasters' luncheon session.

FIRST Ontario program clinic of BMI Canada Ltd., will be held at King Edward Hotel, Toronto, May 16 under the chairmanship of Murray Brown, president of Central Canada Broadcasters Assn. and manager of CFPL London.

FAMILY

WIBW has been a farm station for almost a quarter - century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

First or Second in

38

Quarter Hours

Between 6 a.m. and 7 p.m.*

WFBR "HOME-GROWN" SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!

Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-growns"—outstanding participation shows! For instance:

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!

NELSON BAKER SHOW

1st in its time period!

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!

SHOPPIN' FUN

Top locally produced show in its period!

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

*Jan.-Feb. 1952 Pulse Report

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please send ..... copies of the Final Television Allocations Report at $3.00 each.

☐ M/O, check ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

programs promotion premiums

NEWSPAPER's name and goodwill are being promoted via the TV screen in Salt Lake City. The *Tribune-Telegram* is using facilities of KDYL-TV, both located there, for *Inquiring Editor* program. Format is informative and entertaining quiz show. Two teams compete to answer questions on current news. Quizmaster is Herb F. Kretchman, editor of the paper.

COLLEGE SCHOLARSHIPS

CONTEST for three college scholarships is being conducted by WIDE Biddeford, Me., in cooperation with Nasson College, Springvale. Contestants submit letters stating reasons they wish to attend college. Semi-finalists will be interviewed by faculty members at the school and three winners will be selected from the group.

WHHH AIRS DOCUMENTARY

ORIGINAL narrative documentary was presented by WHHH Warren, Ohio, last week in celebration of city's 153rd anniversary. *The City Named for Moses*, which ran for fifty minutes, related the history of the city through recreations of everyday shows heard on the station projected into the past. Every member of the staff took part in the production.

BOWLING TOURNAMENT

FOR third consecutive year, WNAX Yankton-Sioux City, S. D., has sponsored what station reports is largest sports event ever conducted by an American radio outlet—the WNAX 5-state bowling tournament in which 7,791 midwest bowlers competed this year. More than $25,000 in cash, $5,000 in merchandise and 36 trophies were awarded district and final bowlers.

PALATABLE PROMOTION

STORY of WIBW Topeka, Kan., which is "well seasoned in *effective* Kansas selling" is illustrated in promotion piece sent out by the station. Set of salt and pepper shakers accompanies the folder which points "your way to more palatable sales results" in the station's market.

TV CLUB ORGANIZED

CLUB devoted to teaching respect for law and order has been organized for young viewers in Milwaukee centering around *Foreman Tom B-Square Ranch* on WTMJ-TV Milwaukee. Membership cards and buttons are being sent to children who write in and pledge to club's set of rules which are "Be Happy, Be Healthy, Be Friendly, Be Fair, Be Helpful, Be Handy, Be Trusty and Be Square."

YEAR-ROUND MARKET

"SELL the most where the most is sold" is theme of folder released by KNX Los Angeles promoting its coverage area as an all-year-round good buy. Accent is placed on selling "the happy-go-wealthy" Southern California market in the summertime. Station reassures reader that summer or winter radio—especially KNX—attracts same big audience.

AVERAGE CITIZEN ON TV

QUARTER-hour weekly, *Camera on You*, has begun at KING-TV Seattle. Filmed show features the average citizen rather than known personalities. Five or six items are covered each week. Program produced by American Adv., Seattle, is sponsored by Olympic Engineering, Automatic Wash, both Seattle, and Veloz and Yolanda dancing studios of Seattle, Takoma and Bremerton.

EDUCATIONAL PROGRAMS

NEGOTIATIONS have been completed between WJIM-TV Lansing, Mich., and U. of Michigan for telecast of hour long educational series every Sunday. Station is already carrying *March Through Time*, Saturday show produced in cooperation with Wayne U. Station reports audience response to educational programming has been gratifying as is evidenced by scores of congratulatory letters received at WJIM

NEWSPAPER PROMOTION

SPECIAL promotion plans have been devised by WLIB New York for Sachs Quality stores since latter purchased *Up Town Coffee Club*, part of station's programming for the Negro market. All shows will originate on alternate basis from two of Sachs' stores in the Harlem area. WLIB has made its air personalities available for stores' ads in *The Amsterdam News* explaining why each performer enjoys shopping at Sachs.

CAR RADIO PROMOTION

PROMOTION piece highlighting radio dial and spot occupied on it by WFIN Findlay, Ohio, has been mailed to 250 new car dealers in station's coverage area. Copy suggests dealers set a push button on all car radios for WFIN reception, the "1330 spot where good programs are."

STAR STATION BREAKS

STATION breaks aired each hour at KLAC Hollywood are being done these days by motion picture personalities. Station reciprocates by mentioning star's latest movie. Included in the group are Linda Darnell, Cary Grant, Frankie Laine, Bob Crosby and the Andrew Sisters.

WIP USES TRAILERS

ARRANGEMENTS have been made by WIP Philadelphia with 15 motion picture theatres to show animated as well as live subject promoting station's new line-up of programs. Approximately 250 showings of the trailers which are scored with music are seen each week. Station will feature one program per week on trailers.

WMAL-TV'S 'MODEL SHOW'

SIX aspirant high school models will appear with professional mannikins in the Washington, D. C. area on new show, *Meet the Models*, aired weekly by WMAL-TV in that city. Panel of five models and a male guest will be featured on each telecast with Marjabelle Young as moderator. High school girl selected to appear on the show will receive a modeling course and "a promise of a 'helping hand' from the 'old hands' in the field in Washington."

QUEEN'S VISIT

BLANKET coverage was given Queen Juliana of the Netherlands' visit to western Michigan by WOOD-AM-TV Grand Rapids. City is the center of nation's largest concentration of people of Dutch descent. On the occasion of her visit, the TV outlet originated first live outdoor remote telecast in the area covering the parade of the Queen's entourage through the city and her speech to the crowd who gathered to greet her.

DETAILS ON VANCOUVER

ILLUSTRATED brochure has been released by CKWX Vancouver, featuring views of Vancouver, its homes, scenic beauty spots and tourist attractions, Vancouver's industries and pictures of the men and women who operate and produce programs on CKWX. Direct advertising consists of listing of most popular programs on the station, listed on inside back cover.

CROSS PROMOTION

CROSS tie-in with news stands has been arranged by WGAR Cleveland to call attention to Hudson Dealers' show, *Damon Runyon Theatre*. Special placards distributed to the stands are plugging broadcast as well as books by Damon Runyon which news dealers have on sale.

NIGHT AND DAY . . .

ABC WENE

BINGHAMTON, N.Y. MARKET

NOW 5000 WATTS

CALL RADIO REPRESENTATIVES, INC.

ENGLISH UNION
Award Winners Named

HUBERT W. KREGELOH, WSPR Springfield, Mass.; George Cushing, WJR Detroit, and Mrs. Evadna Hammersley, KOA Denver, have been selected to receive the 1951 Better Understanding Awards of the English-Speaking Union for contributions to greater understanding of mutual problems and interests of the United States and countries of the British Commonwealth.

In addition to regional awards to individuals on the air, ESU also will present a special award for program direction to Katherine Fox, director of special services of WLW Cincinnati.

Comparable awards for journalistic performance will go to Marguerite Higgins, *New York Herald Tribune;* Julie Medlock, *Wichita Beacon;* James Reston and Robert Trumbull, *New York Times.* Erwin D. Canham, editor of the *Christian Science Monitor,* will receive a special award for editorial direction, and Irving DeWitt Talmadge, foreign affairs editor of *Scholastic* magazine, a special award for special audience.

Judges were: Merrill Denison, author; Charles W. Ferguson, *Reader's Digest;* Mrs. Ritchard A. Kimball; Miss Amy Loveman, *Saturday Review;* Mrs. Harold V. Milligan; Bruce Robertson, BROADCASTING • TELECASTING. Date of presentation will be announced shortly.

'Dragnet' Honored

NBC's *Dragnet* for the second time was judged the best radio mystery program of the year when Mystery Writers of America Wednesday presented their annual Edgar Allan Poe Awards to winners in seven fields of writing. First award to be presented a television program was voted to CBS-TV's *The Web.* Runner-up in the radio group was Mutual's *Mysterious Traveler. Dragnet* is sponsored by Liggett & Myers (Fatima cigarettes) through Cunningham & Walsh. *The Web* is for Embassy cigarettes through Geyer, Newell & Ganger. *Mysterious Traveler* currently is not sponsored.

(Continued from page 12)

erings and building materials. Thus *Circle Theatre* often ventures into "experimental theatre."

"For both our radio and television shows we want regular, loyal, week-after-week audiences, and, of course, we want to keep adding to these audiences," Mr. Banzhaf relates.

Armstrong trys to find plays "to please the millions, rather than the critics. Our *Theatre of Today* has had a top rating in daytime radio for years, and our *Circle Theatre* now stands about 15th among all network television programs," he notes.

Mr. Banzhaf can be considered an Armstrong career man. He began preparing himself for Armstrong in 1937 when he was about to be graduated from Iowa State College. Unsuccessful at first, Mr. Banzhaf persisted and in a year's time was accepted in the 1938 training class and was summoned to Lancaster, Pa., home of Armstrong, to bone up for a sales position with the building materials division.

Double Success

His persistence and spunk won him a job with Armstrong and an ability to make a quick decision won him the hand of a Lancaster girl who became Mrs. Banzhaf a few months after he started on his career.

First assignment with Armstrong was in Milwaukee where he called on flooring accounts, lumber dealers and acoustical contractors. His high marks in aptitude tests proved accurate for Mr. Banzhaf was a good salesman. So good, in fact, that when he suggested a method for promoting good business, his manager told him to send a memorandum. Instead of a few notes, the sales manager received a presentation of a complete merchandising and promotion plan, including suggested ads and sales letters.

Word about this extraordinary salesman traveled as high as the president of the company and Mr. Banzhaf in 1944 became manager of the building materials section of the advertising and promotion department when the man who had held the post was commissioned into the Navy.

Mr. Banzhaf's subsequent outflow of ideas based on his selling experiences earned him a promotion to assistant director of the advertising and promotion department assuming some responsibility for all of the firm's advertising. He became acting director of the department and director the first of this year.

Armstrong is a veteran advertiser. It uses newspapers and consumer magazines in addition to its radio-TV billings. Its agency, BBDO, has been with the firm since 1917.

The Banzhafs have two children. They live in a country home near Lancaster which shows evidence of his craftsmanship as a home woodworker and handyman. Outside activity, away from his residence, rests on golf—and the advertising campaigner has started a personal campaign to improve it.

OUT-OF-HOME
Radio Listening Is Up

REPORT on special out-of-home radio listening survey conducted in 12 markets during January and February by Pulse Inc., New York, was released by the firm last week and shows an average addition of 15% to the radio audience in markets surveyed—ranging from 10.4% in Seattle to 18% in Philadelphia.

Comparisons made in the summer of 1951 show a seasonal decline of in-and-out-of-home ratings, but present survey indicates a 1.5% increase over ratings of February 1951, when Pulse's survey covered only seven cities.

Surveys were made during period between 6 a.m. and 12 midnight, Sunday through Saturday, and figures indicate percentage of all homes surveyed. Data for each market are shown below:

	Homes Using Radio	Homes With "Out of Home" Listening
Philadelphia	18.3	3.3
New York	21.3	3.5
Boston	21.5	3.3
Detroit	20.2	3.0
Washington	21.3	3.1
Atlanta	21.2	3.1
Cincinnati	19.6	2.6
Minn.-St. Paul	22.9	2.9
Chicago	20.7	2.6
Birmingham	24.4	3.0
St. Louis	20.3	2.4
Seattle	25.0	2.6

Newsmen Join NABET

NBC and ABC Hollywood radio news writers, in an NLRB election, unanimously voted to withdraw from Radio Writers Guild and affiliate with National Association of Broadcast Engineers and Technicians. Four writers at each network chose NABET, which also represents engineers and technicians of ABC and NBC. CBS Hollywood newswriters continue with RWG. IBEW represents engineers and technicians of that network.

Temper, Temper!

. . . Easy little Bismarck—just tie a string around that sore finger and remember next time that KFYR, in agriculturally wealthy North Dakota, will build an active market for you. Remember Bismarck, KFYR!

KFYR
BISMARCK, N. DAK.
5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

There's More SELL on . . .
WRNL
RICHMOND
VIRGINIA
910 KC — 5 KW
ABC
AFFILIATE
NATIONAL REP.— EDWARD PETRY & CO., INC.

We're proud, too, Mr. Sommer . . .
(See Front Cover)
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

NEWS AWARDS

AP Honors Virginians

VIRGINIA Associated Press Broadcasters presented certificates of merit to 39 persons in radio representing 17 Virginia stations at the annual awards banquet in the Washington's National Press Club last Monday.

The awards, in six categories of radio news, are sponsored by the VAPB "to encourage better presentation of news" by the 33 member stations in Virginia.

Recordings, from actual broadcasts, were made during the year ending Feb. 1, 1952, and submitted to committees of judges from Maryland stations.

Awards were made for two divisions: Metropolitan, for cities with two or more stations; non-metropolitan, for cities with only one station.

Judges were listed as: (metropolitan division), John Alderson, WFBR; Al Stevens, WWIN and Galen Fromme, WBAL, all Baltimore; (non-metropolitan division), William J. Paulsgrove, WJEJ Hagerstown; Alan Long, WFMD Frederick, and Ernie Tannen, WGAY Silver Spring.

Maynard Dillaber, news editor of WMVA Martinsville and vice president of VAPB, was awards committee chairman. News committee is headed by Howard Hamrick, WRNL Richmond. Don Murray, WDBJ Roanoke, heads the sports committee.

Award winners were:

COMMENTARY

Metropolitan division: Superior—Dr. Douglas Southall Freeman, WRNL Richmond; Excellent—Michael Blancard, WCYB Bristol; Meritorious—Calvin Robinson, WWOD Lynchburg; Honorable Mention—Carl Andrews, WDBJ Roanoke.

Non - Metropolitan: Superior — Bob Bradford, WREL Lexington.

COMPREHENSIVE NEWS

Metropolitan division: Superior — Howard Hamrick, WRNL Richmond; Excellent—Tom Hughes, WSLS Roanoke; Meritorious—WTAR Norfolk, combination work of Gilbert McLeod, John Patterson and Clayton Edwards; Honorable mention — Don Murray, WDBJ Roanoke.

Non-Metropolitan division: Superior —John W. Shultz, WMVA Martinsville; Excellent—Fred L. Hart, WLPM Suffolk; Meritorious — Wendell Siler, WRAD Radford; Honorable Mention—Tom Browne, WMEV Marion.

SPORTS

Metropolitan division: Superior — Norman Simpson, WWOD Lynchburg; Excellent — Harry Wiseman, WSLS Roanoke; Meritorious—Cris Cramer, WCHV Charlottesville; Honorable Mention—Joe Mason, WLEE Richmond.

Non-Metropolitan division: Superior —Paul Zimmerman, WMVA Martinsville; Excellent—Duff Kliewer, WVEC Hampton; Meritorious — Fred Oginz, WSVS Crewe; Honorable mention—Roy Marsh, WHLF South Boston.

WOMEN'S NEWS

Metropolitan division: Superior — Alice Brewer White, WTAR Norfolk; Excellent—Amy Jo Glenn, WSLS Roanoke; Meritorious — Polly Daffron, WRNL Richmond; Honorable mention —Lyn Roberts, WWOD Lynchburg, and John Eure, WDBJ Roanoke.

Non-Metropolitan division: Superior —Lynn George, WSVS Crewe; Excellent — Barbara Harding, WMVA Martinsville; Meritorious—Leslie Esgate, WRAD Radford.

FARM NEWS

Metropolitan division: Superior—Tie between Ira Hull, WRNL Richmond, and Glenn Howell, WSLS Roanoke; Meritorious—Jerry Donovan, WCYB Bristol; Honorable mention — Bill Howard, WBTM Danville.

Non-Metropolitan: Superior—L. E. Pettyjohn, WLPM Suffolk; Excellent—H. V. Eller, WMEV Marion.

LOCAL AND STATE NEWS

Metropolitan division: Superior—Tie between John Eure, WDBJ Roanoke, and Michael Blancard, WCYB Bristol; Meritorious—Howard Hamrick, WRNL Richmond; Honorable mention—WTAR Norfolk, combination work of Gilbert McLeod, John Patterson and Clayton Edwards.

Non-Metropolitan division: Superior —Pres Young, WHLF South Boston; Excellent—Maynard Dillaber, WMVA Martinsville; Meritorious—George Phillips, WSVS Crewe; Honorable mention —Bob Bradford, WREL Lexington.

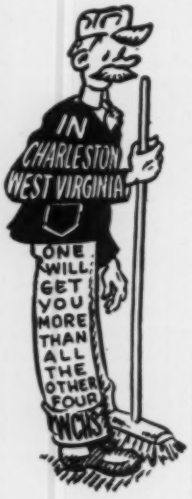
A cup, for the best protection of the AP on news by a radio member, went to Wally Douglas of WNVA Norton, with honorable mentions for the staffs of WRNL Richmond, and WLPM Suffolk. This cup, donated by Junius P. Fishburn, owner of WDBJ Roanoke, and publisher of the *Roanoke Times & World-News*, goes annually to a winner determined by a vote of staff men in the Richmond AP bureau.

Dr. Freeman, and Messrs. Robinson, Hamrick, Simpson, Zimmerman, Eure, Howell and Pettyjohn won top awards in both the 1951 and 1952 contests.

Mr. Ken Titus
Advertising Manager
Tidy House Products
Shenandoah, Iowa

Dear Ken:

This hyar Edith Hansen gal which is talkin' about Tidy House products to th' wimmen of West Virginny iz really a fine one to hev on WCHS. My Mrs. sez Miss Hansen knoz what she iz talkin' about when she tells her listeners to use Shina Dish, Perfex Super Cleaner, Dexol Bleach and GlossTex Starch. Edith Hansen's mornin' show on WCHS with 5,000 on 580 shore iz in good company with Arthur Godfrey, Dr. George Crane and th' Clockwatcher. Th' boss here sez that more people in the state listen to WCHS than to any other stashun.



Yrs,
Algy

WCHS
Charleston, W. Va.

Duane H. Gaither

DUANE HOLLAND GAITHER, 45, who retired six years ago as program director for KOIL Omaha because of illness, died April 12 in the VA hospital at Wilmington, Del. A Navy veteran, he lived in Philadelphia. Survivors are a daughter, his mother, four sisters and three brothers.

ROBERTSON NAMED

To Be KTHS Manager

B. G. ROBERTSON, assistant manager, KWKH Shreveport, La., will become manager of KTHS when that station, now at Hot Springs, Ark., is moved to Little Rock, Ark., it was announced last week.

Mr. Robertson

KTHS has been granted a permit for 50 kw by FCC and is now in the process of being moved to Little Rock. Station will retain its present frequency, 1090 kc. Announcement of Mr. Robertson's promotion was made to coincide with his 20th anniversary of service with *The Shreveport Times*' radio interests.

GEORGE BLUMENSTOCK

WSKB Founder Dies April 14

GEORGE BLUMENSTOCK, 75, who founded WSKB McComb, Miss. (now in bankruptcy), died unexpectedly April 14 following a heart attack at his home in Summit, Miss. Mr. Blumenstock founded WSKB in 1939 and was part-owner and station director for more than 12 years. The station went into bankruptcy several months ago [B•T, Oct. 15, 1951].

Survivors include his wife, Mrs. Julia Davieson Blumenstock; three sons, Gene, David and George Jr., and two daughters, Mrs. Dorothy B. Jones and Mrs. Isabel B. Sampson.

Slayer Hangs Self

A FORMER Texas deputy sheriff convicted of killing KBKI Alice, Tex., crusading radio newsman W. H. (Bill) Mason, 51, in 1949 [B•T, Aug. 1, 1949] hanged himself in his cell at Texas State Penitentiary on April 15. Sam Smithwick, 63, was sentenced to life imprisonment on Dec. 12, 1950, for the July 29, 1949, slaying after Mr. Mason accused him over KBKI of owning a house of prostitution.

OHIO CLINIC

Set May 1 on Management

MANAGEMENT clinic will be held May 1 by the Ohio Assn. of Broadcasters, meeting at the Deshler-Wallick Hotel, Columbus, to be followed May 2 by an all-day program clinic under direction of BMI.

Opening the management session will be a discussion of political libel problems by Carlton Dargan, OAB counsel. L. A. Pixley, WLIM Lima, Ohio, OAB president, will preside. Kevin B. Sweeney, BMI vice president, will speak on BMI sales tools. Tom Rogers, WCLT Newark, Ohio, will preside.

A talk on FM will be given by John H. Smith Jr., director of the NARTB FM Dept., with the title "Is FM Defrosting, Too?" Robert W. Ferguson, WTRF Bellaire, O., vice president, will preside. Paul Daugherty, legislative director of the Ohio Chamber of Commerce, will speak on the Ohio constitutional convention issue. John Patterson Williams, WING Dayton, will preside.

Comr. Jones to Speak

OAB luncheon speaker will be FCC Commissioner Robert F. Jones, who is expected to discuss the FCC thaw. NARTB President Harold Fellows will be first afternoon speaker, with Robert T. Mason, WMRN Marion and NARTB director, presiding. Lawrence Rogers, general manager of WSAZ-TV Huntington, W. Va., will speak on the subject, "After You Get Your CP—Then What?" Mr. Ferguson will preside. A business session will close the meeting.

Chairman of the BMI clinic will be Lin Pattee, BMI field representative.

Speakers include: Robert Tincher, WNAX Yankton, S. D., "Programming Begins in the Front Office"; Lee Oswald, WHK Cleveland, "Station and Program Promotion"; Leonard Kapner, WCAE Pittsburgh, "Music Is What You Make It"; Sydney M. Kaye, BMI vice president and general counsel, "Copyright Hints and Pitfalls."

Afternoon speakers are: Roy Battin, WLW Cincinnati, "The Story of Everybody's Farm"; Walberg Brown, WHK Cleveland, "What Is Right About Serious Music"; Harold Burton, KVOR Colorado Springs, "Local News Builds Local Interest and Sales." An open forum will wind up the clinic.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

WIP PLANS AWARDS

Sets Musical Artist Poll

WIP Philadelphia will inaugurate its annual musical artist popularity mail poll in May, with trophies to go to the leading male and female vocalists and bandleader.

The plan was announced by Benedict Gimbel Jr., WIP president and general manager. Murray Arnold, station program director, said last Monday that WIP will make public the popularity mail poll, with winners to be announced at a special ceremony May 7. The winner will appear in person on WIP to receive the awards.

Announcement of the contest will be made on most of the station's musical programs, particularly among the disc jockey shows conducted by Mac McGuire and Dan Curtis and on WIP's all night program, *The Dawn Patrol*, conducted by Joe McCauley.

ARBA STATUS

Still Pends Ratification

JUST WHAT may be about mid-way in the second session of the 82d Congress, the status of the North American Regional Broadcast Agreement, which pends Senate ratification is:

No consideration has been given the treaty, nor have there been hearings or a report.

Sen. Francis Green (D-R. I.), who is a chairman of a subcommittee of the Senate Foreign Relations Committee, named to expedite clearance of the treaty, said last Tuesday that no action has been taken.

The Senator explained that the committee's activities have been taken up with "must" legislation, notably the mutual security program.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

1910 J. Allen Brown 1952

J. ALLEN BROWN, 42, vice president and general manager of WLOF Orlando, Fla., was fatally injured April 19 while motoring from Alabama to Orlando.

Mr. Brown

The injury was suffered at Sylvester, Ga., in a collision with a truck. Mr. Brown was taken to a hospital in Albany, Ga., then transferred to Atlanta for surgery. He died of head injuries.

Mr. Brown had been in advertising and broadcasting a quarter-century and was widely known in the industry. A native of Birmingham, he had entered radio and advertising in that city. At 19, he was manager of an A&P supermarket and was known as the youngest man in the country to hold such a post. Later he became a department head at Sears, Roebuck & Co. stores.

Though he had broadcast in 1929, his first fulltime radio job was at WJBY Gadsden, Ala., where he was producer and announcer. From Gadsden he went to WAPI Birmingham. After managing KNOX Sweetwater, Tex., he became sales manager of WHMA Anniston, Ala., when that outlet took the air in 1938. He opened another new station in 1942, WHIT New Bern, N. C.

Later in 1942, Mr. Brown became general manager and sales manager of WFOY St. Augustine, Fla. His public relations and community activities attracted attention and he was appointed small market stations director of NAB (now NARTB) in Washington. From NARTB he moved to WPIK Alexandria, Va., and then to the post he held at the time of his death.

He was author of numerous sales and advertising publications. In 1948, he conducted for NAB a nationwide study titled "Radio Advertising for Public and Employe Relations." This study was credited with producing hundreds of new clients for radio in industry, retail and association circles. He lectured on sales and advertising at American U. during his NAB service and conducted summer radio clinics at U. of Denver.

Mr. Brown was a director of the Orlando Rotary Club, member of the Greater Orlando Chamber of Commerce and member of Orlando First Baptist Church.

Surviving are his wife, the former Eloise Sigrest; two children, Nancy, 11, and Randy, 8; a brother, Argyle Brown, of Gadsden, Ala., and his mother, a resident of Anniston, Ala.

RUSSELL CAMPAIGN

Radio-TV Appearances Set

WASHINGTON campaign headquarters of Sen. Richard B. Russell (D-Ga.), candidate for the Democratic Presidential nomination, says the Senator is mapping a number of radio and television appearances during his 10-day swing through Florida.

Dates and appearances scheduled include: WTVJ (TV) Miami news show, 6:45 p.m., April 29; Participation on Junior Chamber of Commerce TV panel show, 7 p.m., May 2; WGBS Miami broadcast on the Alan Courtney show, 11:30 p.m., May 4, and WTVJ panel with Sen. Estes Kefauver (D-Tenn.), also a candidate for the Democratic nomination, 9-10 p.m., May 5. Preferential primary election in Florida is May 6.

'VOTE' DRIVE

Radio-TV To Aid Campaign

ADVERTISING campaign designed to get 63 million Americans to the polls in the 1952 elections will include radio-TV aids, it was indicated when the campaign was introduced in New York Tuesday by The Advertising Council in cooperation with the American Heritage Foundation.

Keyed to both national and local advertising, force of the drive will be exerted through advertisers, agencies, media-owners—including broadcasters—and some 276 cooperating organizations, all of which will be instructed and helped to promote "register and vote" messages.

Radio and television materials will be made available for public service use, including a set of TV films prepared by Five Star Productions. Initial guide books and catalogues of these and other available materials will be issued within the next two weeks, according to Leo Burnett, president of Leo Burnett Co., volunteer agency handling the campaign.

Program will fall into three major phases: First emphasizes when, where and how to register; second educational - informational phase urges people to keep informed and qualify as intelligent voters, and third stresses a get-out-the-vote message.

NAVY SEMINAR

Held on Public Relations

NAVY'S sixth volunteer public relations seminar was held by its Office of Information April 13-26 in the Pensacola-Key West, Fla., areas, with about 60 public relations officers attending, all holding posts in civilian media.

Navy Secretary Dan A. Kimball addressed the group. William F. Fitzgerald, account executive with Robert J. Enders Adv., Washington, who is a Marine reserve first lieutenant, was among those present.

KFJZ AWARDS

Grants Six Scholarships

SCHOLARSHIPS of $150 each have been awarded to six high school seniors by KFJZ Fort Worth, which for five years already has made annual awards to Texas Christian U. students in the speech-drama-radio department at Fort Worth.

The scholarships are awarded to attract promising students into the radio field, according to KFJZ President Gene L. Cagle and Dr. E. L. Pross, department chairman. Winners are Drucilla Jane Greenhaw, Jackie McClellar, Nancy Utley, John Parsley and John Robert Simer, all of Fort Worth, and Randall Dee White, Alpine, Tex. Judges were Bobbye Russell, station manager of TCUs KTCU; Hal Thompson, KFJZ program director, and Dick Osborne, TCU graduate student and assistant program director of KXOL Fort Worth.

GE Tube Warehouse

GENERAL ELECTRIC Tube Dept. has announced plans for operation in Chicago of what is expected to be the largest electronic tube warehouse ever built. Now under construction, the new $875,000 building will serve as sales headquarters, warehouse center and commercial service headquarters for the G-E Tube Dept. central regional operations.

There's no escaping the fact...

KWK is the radio buy in St. Louis!

It's heads up for KWK, the station that serves the St. Louis Market at the LOW, low cost per 1000 radio homes delivered.

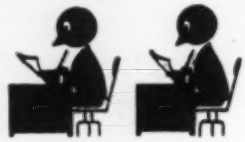
Unearth the facts! Your Katz man has the figures—based on Pulse reports!

Globe-Democrat Tower Bldg. Saint Louis

KWK

Representative The KATZ AGENCY

FCC actions



APRIL 18 THROUGH APRIL 24

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 91.

April 18 Decisions . . .

THE COMMISSION EN BANC

Denied Petition

WALT Tampa, Fla.—By order denied petition requesting reconsideration and grant without hearing of application for CP to change frequency from 1110 kc to 920 kc, increase hours from D to unl., increase D power from 1 kw to 5 kw, with 1 kw-N, change trans. and install DA-DN (Comr. Hyde dissented). Further ordered issues regarding applicant's qualifications and proposed program service, included in order of Feb. 1, 1950, in this proceeding, be deleted on Commission's own motion.

Set for Hearing

McLennan Bcstg. Co., Waco, Tex.—Designated for hearing application for new AM station on 920 kc with 500 w-D, DA. Made KRRV Sherman, Tex., KTLW Texas City and KCLW Hamilton, Tex., parties to proceeding.

The Israel Putnam Bcstg. Co., Putnam, Conn.—Designated for hearing application for new AM station on 1340 kc, 250 w unl.; made WNBH New Bedford, Mass., party to proceeding.

Sussex County Bcstrs., Newton, N. J.—Designated for hearing application for new AM station on 1230 kc with 100 w unl.; made WCDL Carbondale, Pa., and WFAS White Plains, N. Y., parties to proceeding.

Knoxville Ra-Tel Inc., Knoxville, Tenn., and Dick Bcstg. Co., Knoxville, Tenn. — Designated for consolidated hearing application of Knoxville Ra-Tel Inc. and that of Dick Bcstg. Co., both for new AM stations on 860 kc, 1 kw D.

Denied Application

KMLW Marlin, Tex.—Denied application for extension of completion date under CP which authorized new AM station on 1010 kc 250 w D. If request for hearing is filed within 20 days, denial will be set aside and application designated for hearing, otherwise it will be presumed that applicant does not desire to prosecute application and permit will be cancelled.

Authority Extended

Church of Universal Triumph, The Dominion of God Inc., Detroit, Mich.—Granted extension of authority to transmit programs by wire from its church in Detroit to CKLW Windsor, Ontario, Canada.

WJZ-TV New York, WPIX New York and WBNX New York—By memorandum opinion and order, and on explanation of WJZ-TV that it has terminated broadcasts of horse racing information, removed WJZ-TV application for license from consolidated hearing and granted same.

License Renewal

Following stations were granted renewal of licenses for regular period:

KIYI Shelby, Mont.; KPAT Pampa, Tex.; KXRJ Russellville, Ark.; WESX Salem, Mass.; WJBB Haleyville, Ala.; WNOR Norfolk, Va.; KAFY Bakersfield, Calif.; KALB Alexandria, La.; KCOM Sioux City, Iowa; KDAL Duluth, Minn.; KECA Los Angeles; KENI Anchorage, Alaska; KFDM Beaumont, Tex.; KFGO Fargo, N. D.; KFMB San Diego; KFRC San Francisco; KFRM Kansas City, Mo.; KFSD San Diego; KGHL Billings, Mont.; KGMB Honolulu; KGW Portland, Ore.; KIDO Boise, Idaho; KMJ Fresno, Calif.; KNEW Spokane, Wash.; KROD El Paso, Tex.; KSAC Manhattan, Kan.; KSFO San Francisco; KSUB Cedar City, Utah; KTSA San Antonio; KUGN Eugene, Ore.; KVMA Magnolia, Ark.; KVOS Bellingham, Wash.; KWFT Wichita Falls, Tex.; KFAR Fairbanks, Alaska; KFYR Bismarck, N. D.; KMAC San Antonio; KMON Great Falls, Mont.; KMVI Wailuku, T. H.; KNGS Hanford, Calif.; KOAC Corvallis, Ore.; KOH Reno, Nev.; KOJM Havre, Mont.; KOPR Butte, Mont.; KOY Phoenix, Ariz.; KPQ Wenatchee, Wash.; WAGE Syracuse, N. Y.; WAVU Albertville, Ala.; WBAP Fort Worth, Tex.; WCAO Baltimore; WDAF Kansas City, Mo.; WDBO Orlando, Fla.; WDEV Waterbury, Vt.; WDNC Durham, N. C.; WEAN Providence, R. I.; WEAU Eau Claire, Wis.; WFAA Dallas, Tex.; WFIL Philadelphia; WGAC Augusta, Ga.; WGAN Portland, Me.; WGR Buffalo; WGTM Wilson, N. C.; WGWD Gadsden, Ala.; WHJB Greensburg, Pa.; WHKC Columbus, Ohio; WHP Harrisburg, Pa.; WIBW Topeka, Kan.; WIOD Miami, Fla.; WIP Philadelphia; WIRC Hickory, N. C.; WIS Columbia, S. C.; WJLS Beckley, W. Va.; WKBN Youngstown, Ohio; WKTY La Crosse, Wis.; WKYB Paducah, Ky.; WEEI Boston; WGRC Louisville, Ky.; WHBQ Memphis, Tenn.; WICC Bridgeport, Conn.; WLBE Leesburg, Fla.; WLBZ Bangor, Me.; WLVA Lynchburg, Va.; WMBS Uniontown, Pa.; WMC Memphis, Tenn.; WMFD Wilmington, N. C.; WMIK Middlesboro, Ky.; WMUR Manchester, N. H.; WNAX Yankton, S. D.; WPIC Sharon, Pa.; WPRO Providence, R. I.; WROW Albany, N. Y.; WSGN Birmingham, Ala.; WSUN St. Petersburg, Fla.; WSVA Harrisonburg, Va.; WSYR Syracuse, N. Y.; WTAC Flint, Mich.; WTAG Worcester, Mass.; WTMJ Milwaukee, Wis.; WWNR Beckley, W. Va.; WWNY Watertown, N. Y.; KTRF Thief River Falls, Minn.; KSWI-FM Council Bluffs, Iowa; KDKA-FM Pittsburgh; KDKA Pittsburgh; KEX Portland, Ore.; KYW-FM Philadelphia; KYW Philadelphia; WBZ and WBZ-FM Boston, Mass.; WBZA and WBZA-FM Springfield, Mass.; WOWO and WOWO-FM Fort Wayne, Ind.; WHS (FM) Chicago; WMLL (FM) Evansville, Ind.; KPIX-TV San Francisco; KING-TV Seattle, Wash.; WGN-TV Chicago; WJAR-TV Providence, R. I.; WLWC (TV) Columbus, Ohio; WLWD (TV) Dayton; WLWT (TV) Cincinnati; WOR-TV New York; WOW-TV Omaha, Neb.

Following were granted further temporary extensions of licenses for period ending August 1, 1952:

KCSB San Bernardino, Calif.; KDIA Auburn, Calif.; KICO Calexico, Calif.; KROP Brawley, Calif.; KFGQ Boone, Iowa; KRAI Craig, Col.; KSTR Trinidad, Col.; KWKW Pasadena, Calif.; KYA San Francisco; WITH Baltimore; WWBZ Vineland, N. J.; WBBR Brooklyn, N. Y.; WCAT Rapid City, S. D.; WCFV Clifton Forge, Va.; WEEK Peoria, Ill.; WKLX Lexington, Ky.; WNDR Syracuse, N. Y.; WSMB New Orleans; WWDC Washington, D. C.; WJHP and WJHP-FM Jacksonville, Fla.; WTMC Ocala, Fla.; WDLP Panama City, Fla.

SEA Granted

WHBS-FM Huntsville, Ala.—Granted extension of special experimental authority for period ending Oct. 31, 1952, for FM station to operate by remote control from transmitter site of AM station, with same conditions as those of original grant.

WIOD-FM Miami, Fla.—Granted extension of special experimental authority for period ending Oct. 31, 1952, to operate FM station by remote control from studio control room, with same conditions as those of original grant.

Waived Sec. 3.265

WPPA-FM Pottsville, Pa.—By order, waived Sec. 3.265 of rules and granted request for special temporary authority to operate WPPA-FM by remote control from transmitter site of AM station for the period ending Oct. 31, 1952; conditions.

To Remain Silent

WBCA (FM) Schenectady, N. Y. — Granted request to remain silent for six months from March 29 pending financial reorganization of corporation.

WDET-FM Detroit, Mich. — Granted authority to remain silent for period April 1 to June 25 pending negotiations for disposition of station.

April 18 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

KPUY Puyallup, Wash. — Requests mod. CP to increase power from 100 w to 250 w on present frequency of 1450 kc.

License for CP

KAPK Minden, La.—Requests license for CP, as mod., which authorized new AM station.

WAKN Aiken, S. C.—Requests license for CP, as mod., which authorized ... AM station.

WOOF Dothan, Ala.—Requests ... for CP, as mod., which author... power increase, change in trans. ... studio locations, etc.

KCNI Broken Bow, Neb.—Req... license for CP, as mod., which au... ized frequency change and chan... hours of operation, power increase.

WFAN (FM) Washington—Req... license for CP which author... changes in FM station.

WOUI (FM) Athens, Ohio—Req... license for CP, as mod., which au... ized changes in non-commercial ... cational FM station.

Amendment Filed

WLOK-FM Lima, Ohio—License ... CP, as mod., which authorized new ... station AMENDED to correct discr... ancies and incomplete application.

Change Studio Location

WCAU-TV Philadelphia — Req... mod. license to change studio loc... from 1622 Chestnut Street to City ... at Monument Ave., Philadelphia.

Extension of Completion Date

KLX Oakland, Calif.—Requests ... CP, as mod., which authorized po... increase, DA-DN, change in trans. ... studio locations, etc., for extension ... completion date.

KECC Pittsburg, Calif. — Req... mod. CP, which authorized change ... nighttime max. expected oper. val... for extension of completion date.

License Renewal

Following stations request renew... of license:

KBTM Jonesboro, Ark.; KLRA ... Rock, Ark.; KDRS Paragould, A... KOTN Pine Bluff, Ark.; KWCB Ea... Searcy, Ark.; KUOA Siloam Spri... Ark.; KOSY Texarkana, Ark.; W... Baton Rouge, La.; KCIL Houma, ... KVOL Lafayette, La.; WDSU New ... leans, La.; WTIX New Orleans, ... WHOO Philadelphia, Miss.; WELO ... pelo, Miss.; WRLD-FM Lanett, ... WBJC (FM) Baltimore, and W... (TV) Utica, N. Y.

APPLICATION RETURNED

WROM Rome, Ga.—RETURNED ... plication for assignment of license.

KBMW Wahpeton, N. D.—RETURN... application for transfer of control.

WPRE Prairie du Chien, Wis.—... TURNED application for mod. ... which authorized new AM station, ... approval of trans. and main studio ... cations.

KRUS Ruston, La.—RETURNED ... plication for renewal of license.

TV APPLICATION DISMISSED

Gifford Phillips, Denver, Col.—... MISSED application for new TV ... tion.

April 22 Decisions . . .

BY FCC BROADCAST BUREAU

Extension Granted

KBLA Burbank, Calif.—Granted ... CP for extension of completion ... to 6-30-52; cond.

WFMY-TV Greensboro, N. C.—Gr... ed mod. CP for extension of com... tion date to 10-20-52.

Granted License

WINX Rockville, Md. — Granted ... cense covering frequency change ...

FOR FINEST TAPE RECORDING

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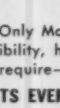

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change in trans. and studio locations; 1300 kc, 1 kw D.

KDPS Des Moines, Iowa—Granted license new noncommercial educational FM station: 88.1 mc (Ch. 201), 1.5 kw, ant. 105 ft.

WJR-FM Detroit, Mich.—Granted license new FM station: 96.3 mc, Ch. 242, 24 kw, 480 ft.

KOKX-FM Keokuk, Iowa — Granted license covering changes in FM station: 102.7 mc (Ch. 274), 3.7 kw, ant. 360 ft.

KCNI Broken Bow, Neb.—Granted license covering change of facilities: 1280 kc, 1 kw D.

WOOF Dothan, Ala.—Granted license covering power increase, and change studio and trans. locations: 560 kc, 5 kw D.

Sign-Off Time

WFGM Fitchburg, Mass.—Granted request for authority to sign-off at 7 p.m., EDST, from April 27 through September 27.

Extend Completion Date

WGBF Evansville, Ind. — Granted mod. CP for extension of completion date to 3-23-53; cond.

KGMO Cape Girardeau, Mo.—Granted license for new AM station; 1220 kc, 250 w D; cond.

WLAN-FM Lancaster, Pa.—Granted license new FM station: 96.9 mc (Ch. 245), 6.7 kw, ant. 80 ft.

WRGA-FM Rome, Ga.—Granted mod. CP for extension of completion date to 7-15-52.

(Continued on page 90)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Salesman. Good opportunity in Illinois for hard-hitting salesman. Liberal drawing against commissions. Send details to Box 924M, BROADCASTING • TELECASTING.

Wanted—Salesman in Worcester, Massachusetts. One of four stations in this big market. Real opportunity. Station operated by owners of WHIM, Providence. Write particulars to Box 2P, BROADCASTING • TELECASTING.

Salesman, successful, experienced, new under developed market vicinity Detroit, salary, increasing progressive commission, upwards $10,000 yearly alert topflight man. Mail particulars. Radio-2355-Union Bldg., Detroit.

Time salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Persuasive, persistent, aggressive, sincere radio salesman to join a congenial staff. Liberal commission and draw. Immediate personal interview desired. Sales Manager, WENE, Binghamton-Endicott, New York.

Leading station in southeast has excellent opportunity for successful, thoroughly experienced radio advertising salesman. Must have highest qualifications. WSAV, Savannah, Georgia.

Announcers

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliate. Pay dependent on ability. Box 536M, BROADCASTING • TELECASTING.

New station in Wisconsin vacationland, opening for announcers with 1st class ticket. Above average pay for above average working conditions. Box 908M, BROADCASTING • TELECASTING.

Combination man with first class license. Audition platter and references requested. Box 921M, BROADCASTING • TELECASTING.

Experienced announcer for 25,000 watt Nebraska station. Send full particulars, audition record, board experience and salary requirement, first letter. Box 926M, BROADCASTING • TELECASTING.

Wanted—Combo-man for 250 watt network affiliate in Pacific Northwest. No TV in this market . . . growing city of 35,000. Give qualifications and enclose snapshot first letter. Box 999M, BROADCASTING • TELECASTING.

We need an announcer for fulltime staff duty. All the desirable attributes a good staff man needs. Good hours and good pay. If interested, write Bud Pentz, Acting Manager, KWBE, in Beatrice, Nebraska.

Combo-man, Pacific northwest kilowatt independent. Good man can start at $72.50. Car necessary. 1st class ticket, good announcer. 40 hour week, overtime. Apply with disc and photo. KWIE, Kennewick, Washington.

Combo, first class ticket. Announcing ability and permanency most important. Send audition and all details. WBUT, Butler, Pennsylvania.

Announcer, operate board, deep voice, potentialities for development more important than experience. $50 per week. Contact Program Director, WCOJ, Coatesville, Pa.

Help Wanted (Cont'd)

Combination announcer-engineer, 1st class license—contact Robert F. Wolfe, WFRO, Fremont, Ohio.

WGCM, Gulfport, Mississippi, has opening for experienced announcer who can also do sports.

Staff announcer: For fulltime independent. Must be good newscaster, knowledge of good pop music essential. Salary $55 a week, 1st six months. $60.00 week after. Night duty 4-12. Send audition and complete background. WGIL, Galesburg, Illinois.

Wanted—Immediate opening for experienced all-round announcer. Independent station located in fine summer resort area needs man who can do a good job. Send disc, salary expected and all information in first letter to WHFB, Benton Harbor, Michigan.

Opening May 15—two experienced announcers. Send tape or disc all information. Prefer those from the south, but not necessary. No experience. Don't waste my time and yours. Nathan Frank, WHNC AM-FM, Henderson, N. C.

Announcer-engineer (first class): Excellent position with top station in a top market. Must have good voice and be able to use it. Advancement unlimited. Rush audition and full particulars to Jack Black, WNOR, Norfolk, Virginia.

Leading station in southeast expanding radio staff in preparation for television has opening for topnotch, versatile announcer with established record of success. Send detailed background, past and expected earnings, references, audition recording. WSAV, Savannah, Georgia.

Announcer, first class ticket, workmanlike all-round job, nothing fancy, by Mutual affiliate in Florida citrus and lake area. Wonderful climate, fine place to live. Send audition, photo to Dick Eyrich, WSIR, Winter Haven, Florida.

Technical

1000 watt daytimer near Chicago wants first class engineer. Announcing ability helpful. Require personal interview. Box 893M, BROADCASTING • TELECASTING.

Engineer no announcing, $70.00 weekly. Give engineering background and how quickly available with application. Box 942M, BROADCASTING • TELECASTING.

Engineer-announcer first class ticket. Up to $75.00 starting. Western Pennsylvania. Box 958M, BROADCASTING • TELECASTING.

Operator, first class. No announcing. $1.25 per hour. Guaranteed overtime at time and a half. Six day week. Apartment available extremely low rent. Bachelor quarters free. Good future. Box 967M, BROADCASTING • TELECASTING.

Combo man 1st phone emphasis announcing, nearby Detroit, progressive increases, overtime, high earnings, ideal conditions, car necessary. Rush audition tape, background information. Radio 2355-Guardian Bldg., Detroit.

First phone engineer—in the center of vacationland. Alamogordo — "Gateway To The Lincoln National Forest". Write, wire or phone—salary requirements. Wayne Phelps, KALG - Alamogordo, New Mexico.

Immediate opening for 1st phone engineer. 5 day week with good pay. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

KDLK needs two combo men. One opening is chief position. Excellent hours, good pay. Contact Don Howard, Del Rio, Texas. P. O. Box 1162 or phone 1017.

Help Wanted (Cont'd)

Operator who can announce or is willing to learn, announcing chores are light and transmitter shift is pleasant. If you are inexperienced, we will teach you both announcing and operation. Can use college student during vacation in this job. Bert Wick, KDLR, Devils Lake, N. Dak.

Experienced chief engineer-announcer for complete responsibility operation and maintenance of transmitter and equipment. Must have car and like small town life. Fine little station in beautiful country. If you want permanent job with good pay, write immediately stating experience, minimum salary desired and full details about yourself. Send photo, telephone number and date available. KROG, the Mother Lode Vacationland Station, Sonora, California.

Radio operator with first phone license. Write or phone A. M. McGregor, KSTT, Davenport, Iowa. 6-2541, days; 3-6677, evenings.

Good experienced announcer with first class ticket. Send audition tape, record of experience, business and character references to KWFC, Hot Springs, National Park, Arkansas.

First class engineer: $50 for 40 hours plus overtime. WCBT, Roanoke Rapids, N. C.

Combination engineer-announcer with experience. $75.00. WEBJ, Brewton, Alabama.

Engineer wanted. No experience necessary. Good pay. Great opportunity for right man. Apply WFLB, Fayetteville, North Carolina. All applications answered.

Need engineer now. Prefer combination man. Permanent. WGGA, Gainesville, Georgia.

Immediate opening for engineer with first class license. Good opportunity for inexperienced man who wants to learn broadcast radio. Good salary, excellent vacation area, no housing or transportation problems. WGNI, Wilmington, N. C.

First class ticket holder who can or cannot announce. Job immediately for mature, congenial person in local independent. WHIR, Danville, Ky.

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

First class engineer-announcer. Permanent position, good working conditions. WJAT, Swainsboro, Georgia.

First class engineer. Control board and recorder experience necessary. WKRM, Columbia, Tennessee.

First class engineer-announcer needed by 5000 watt WOOF, Dothan, Ala., at $90.00 weekly.

Transmitter operator, experience desirable but not essential, WRRF, Washington, North Carolina.

Production-Programming, Others

Attractive opening for capable young lady — continuity department. 10,000 watt clear channel prominent midwestern network station offers immediate opportunity. If you are well qualified, you will become a member of a responsible staff serving a large area. Send full details including experience, etc. and photo, if available. Write immediately, all replies will be acknowledged and kept confidential. Box 969M, BROADCASTING • TELECASTING.

Program director, special events man for midwest small market station. Must be versatile including sports. State minimum salary. Midwesterner preferred. Box 971M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Wanted: Experienced newsman, bachelor's degree as parttime instructor in large midwestern school of journalism while working on graduate degree. Radio news experience essential, television experience desirable. Box 973M, BROADCASTING • TELECASTING.

WCRA, Effingham, Ill. needs copywriter with some experience immediately.

Situations Wanted

Managerial

General manager, experienced, phases radio including building stations, wants job managing small market station. Guarantee to show profit in reasonable time or no pay. Box 972M, BROADCASTING • TELECASTING.

Manager—11 years experience, 5 years as manager. Versatile, sales emphasis. Family. Salary and commission arrangement preferred. Investment possible. Box 996M, BROADCASTING • TELECASTING.

CP holders! Station owners! Don't loose your license. Employ a manager with proven executive and technical ability to organize, build and operate your station. 25 years broadcast experience. Reasonable salary. Personal interview. T. L. Kidd, 440 Indiana, Wichita, Kansas.

Announcers

Married, veteran, draft exempt, 2 years experience. Strong on news and sports. Working in west, wish to return there. Box 762M, BROADCASTING • TELECASTING.

Experienced announcer, strong on commercials, news, operate console, veteran. Middle Atlantic, New England states, presently employed. Box 904M, BROADCASTING • TELECASTING.

Announcer, 32, family man. No professional experience but willing to work from bottom in good organization. Available for interview after May 1st. Northeastern Ohio or adjacent Pennsylvania. Box 9[illegible] BROADCASTING • TELECASTING.

Beginner announcer wants staff job. Graduate SRT. Interested in script writing, program sales. Likes news, DJ, interview shows. Box 9[illegible] BROADCASTING • TELECASTING.

DJ-staff man-PD, 4 years experience, single, 25, veteran. TV and show business experience. Box 9[illegible] BROADCASTING • TELECASTING.

Announcer, fourteen months experience, all phases news, disc shows, announcements. Desires station that is going into TV. Prefer night turn. Available immediately. Box 974M, BROADCASTING • TELECASTING.

Combination man, 33, married, veteran, emphasis on announcing, programming. Prefer eastern location. Box 9[illegible] BROADCASTING • TELECASTING.

Can you use a man with over two years experience as a combination announcer-engineer? 1st class license. Draft exempt. Box 981M, BROADCASTING • TELECASTING.

Announcer, DJ, news 2 years exp. Age 25, married, no children. Desire AM or TV in California, Oregon, Washington. Career-minded. Full details. Box 9[illegible] BROADCASTING • TELECASTING.

Experienced announcer—News, special events and staff. College grad. Single. 27. Prefer northeast. All offers considered. Presently employed 1 kw. Available May 1st. Box 986M, BROADCASTING • TELECASTING.

Radio announcer. Program man. Single graduate, desires position any location. Veteran. Draft exempt. Write Box 989M, BROADCASTING • TELECASTING.

Disc jockey: 2½ years. Excellent voice. Age 27; exempt vet. Box 992M, BROADCASTING • TELECASTING.

Announcer. Some experience. All phases but sports. Graduate, Pathfinder Radio School, Kansas City. Junior College graduate. Single. All offers considered. Box 993M, BROADCASTING • TELECASTING.

Let me prove I can sell for you, to Announcer with ten years experience in production and announcing desires to advance to progressive network affiliate. Now program director. $75 minimum. Veteran. Box 994M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Experienced announcer-PD, employed, veteran, college graduate, radio background, desires relocate as announcer, progressive station, preferably television, large city. Pleasant, mature, versatile voice; singer, actor. Best references. Bill Clark, 108½ North Chestnut, Seymour, Indiana.

Announcer. Experienced. Saturday-Sunday fill-in for station in five hour radius of N.Y.C. Paul Clark, % Haber, 116 Vion St., Queens, N.Y.C.

All-round announcer desires locate west coast/central Florida. AM-TV experience. Will work control board. Immediately available. Tape, references, on request. Don Cockrell, 203 East Glendale Ave., Alexandria, Va.

Mature top commercial announcer, five years versatile experience. Superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Announcer, graduate SRT Chicago. Proficient in DJ, news and commercials. Single. Draft exempt. Middlewest preferred. Johnny Hagan, 210 N. Kolin Avenue, Chicago. Austin 7-5924.

Announcer, 23, married, draft exempt, graduate of announcing school, operate board, news, commercials, DJ. Disc on request. Wm. Remaley, 604 W. 10th, Kansas City, Mo.

Combo man, 1st phone. Draft exempt. Top news and sport. 250w to 10 kw experience. Will travel. William Rogel, 276 Grant Avenue, New York City, N. Y.

Announcer—Quality voice. Ambitious, reliable. SRT graduate. Ability to do all types of announcing. Commercials that sell. Authoritative newscast. Friendly DJ. Family man. Will go anywhere. Disc available. Ted Strasser, 5306 North Luna, Chicago, Ill. Rodney 3-6371.

Technical

Engineer. 8 years experience. Seeks position with progressive station. References, family. Box 938M, BROADCASTING • TELECASTING.

First class license. Radio telephone operator, desires position in broadcast station. Will travel. No station experience. Graduate radio-television-communication repair and maintenance. Five years experience—radio amateur. Three years experience radio, television repair and maintenance. Box 980M, BROADCASTING • TELECASTING.

Engineer, first phone, no experience. Radio-television graduate. Available immediately. Box 991M, BROADCASTING • TELECASTING.

Engineer, two years experience, transmitter, maintenance, recording, remotes. Year continuous with 5 kw midwestern. Trained AM, FM, TV. Draft exempt. Box 3P, BROADCASTING • TELECASTING.

Excellent radio voice, they say. First class license. Combo operation experience. Box 323, Palm Desert, California or telephone 76-2095.

Engineer, first phone. Over four years experience AM & FM, also TV training. Some experience as chief. Prefer station with TV possibilities in Okla., southwest, west. No announcing. D. W. Williams, 235 West Kiowa, McAlester, Oklahoma. Phone 3247-J.

Production-Programming, others

Copywriter, eighteen months experience. Can quickly produce good, readable selling copy. Draft exempt. Prefer west. Box 887M, BROADCASTING • TELECASTING.

Young woman—versatile traffic manager for CBS outlet—desires position with real future. Minimum $3000. Available 3 weeks. Box 976M, BROADCASTING • TELECASTING.

Radio or TV production, New York City network experience, 2 years experience all phases production. Willing to relocate, $250 month. Box 977M, BROADCASTING • TELECASTING.

Traffic-programming-girl Friday. Experience with network station. Box 979M, BROADCASTING • TELECASTING.

Appeal to women's and children's market. Will write, participate in shows exclusively for these sellable markets. Prefer midwest. Box 980M, BROADCASTING • TELECASTING.

Program director, associate producer, announcer (with excellent board training), copy and scripwriter available immediately for AM-FM-TV. 30, vet, with family. Five years college, six years experience. Will travel. Box 987M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Program director of 1000 watt independent desires to make change. Prefer network affiliate. Nine years radio experience. Draft exempt. Box 995M, BROADCASTING • TELECASTING.

Newsman, voice, married, veteran, 24, journalism graduate Missouri. Presently employed as assistant to news director ABC affiliate. Available June or July. Tape, particulars on request. Box 997M, BROADCASTING • TELECASTING.

Television

Managerial

Television. Former technical supervisor/director fifteen years major network, over twenty years radio-TV experience. Presently Asst. to VP and head Contract Administration Dept. leading electronic manufacturer. Desire permanent affiliation TV broadcasting where demonstrated administrative ability required. Box 438M, BROADCASTING • TELECASTING.

Technical

TV supervisor at present employed by midwest TV station is tired of snow drifts. I've been in TV four years and have experience in station planning, construction, proof, operation. I desire a permanent position with new or old, small or large TV station in the south, east or west. An inquiry will bring full details by return mail. Box 914M, BROADCASTING • TELECASTING.

TV chief engineer now available for new installation, desires contact. Box 960M, BROADCASTING • TELECASTING.

Attention new TV station owners: Group 18 engineers with 3 to 4 years TV experience midwest NBC originating station. Trained in operating studio shows, remotes, network programming. Competent maintenance men included. Will go singly or in group. Box 988M, BROADCASTING • TELECASTING.

Television engineer desires responsible connection with proposed midwest outlet. Benefit from long Hollywood experience involving design, installation, operation. Apt. 207, 1735 North Gramercy, Hollywood, California.

Production-Programming, Others

TV director. Former film producer-director. Extensive successful career in TV. Credits on top programs. Desires to join advertising agency, writer-producer, or television station. Box 900M, BROADCASTING • TELECASTING.

TV floormanager and cameraman combination, 4½ years TV station experience. Presently employed. Box 903M, BROADCASTING • TELECASTING

Radio copywriter, desires TV position. Film or production department preferred. Box 963M, BROADCASTING • TELECASTING.

Experienced director/announcer with radio-TV and film background. Available for radio station with plans for TV. Familiar with FCC applications. Box 964M, BROADCASTING • TELECASTING.

Girl, experienced painting props and in entertainment drawing. Familiar with actual TV procedure. Graduate radio-TV school. Pretty, 29, B.A. Degree. Good writer. Pleasant and unaffected voice. Presently employed top 5000 watter. Want western U. S. Box 968M, BROADCASTING • TELECASTING.

TV weatherman—topnotch television weatherman, available one-month notice. Good salesman. Best offer considered anywhere. Box 983M, BROADCASTING • TELECASTING.

Advertising—programming executive, currently employed TV, interested in future opportunity. Box 998M, BROADCASTING • TELECASTING.

For Sale

Stations

250 watt Western station. Needs good management. $18,000.00 cash. Box 961M, BROADCASTING • TELECASTING.

Tower, building, site, equipment provide nucleus television application 25th market. Worthwhile investigating. Consider lease, partnership, principals able develop. Dick Evans, WIZZ, 2-5274, Wilkes-Barre, Penna.

For Sale (Cont'd)

Western station. Independents. Affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Available pending F.C.C. approval of application filed. 192 foot tower. Heavy steel; weight 6 tons. Tower lighting less choke included. Make offer. Box 965M, BROADCASTING • TELECASTING.

All items like new. Two RCA MI4877 recording attachments with MI4894 automatic equalizers and MI19822 heads, $125.00 each. One Western Electric 124D amplifier, $75.00. Two Western Electric 728B loudspeakers new, $40.00 each. One 77A RCA large TV microphone, $150.00. One 77BI RCA microphone, $75.00. Two 74-B juniors, $35.00 each. Two 639-A cardioids, $85.00 each. One 630A eight ball, $65.00. Box 985M, BROADCASTING • TELECASTING.

2-Presto PT 900 tape recorders $450.00 each, both $800.00. P. O. Box 4554, Jacksonville, Florida.

Radio Station KCOH in Houston, Texas, announces the sale of a Presto model Y . . . disc recorder . . . with a IC cutting head, combined with turntable, in waist high cabinet. Priced at $512.00 when new. For sale at $330.00. For information address correspondence to Chief Engineer, Station KCOH, M. & M. Building, Houston, Texas.

R.M.C. equipment. 3 heads, 2 arms—best offer takes. Also R.C.A. radio mike $150.00 KWAD, Wadena, Minnesota.

5kw transmitter, brand new Collins 21B in original crates, never unpacked. Carries Collins new-transmitter guarantee. Two sets tubes. Lists $25,400. Will sell $22,500 FOB Columbus, Georgia. Wire or phone Manager, Radio Station WGBA. This is the finest transmitter available for immediate delivery anywhere in the country today.

Complete Cole Transcription Library—thousands of western, religious, polkas, novelty, barber shop tunes. Costs around $800.00. Due to programming changes, will sell for $300.00 f.o.b. Milwaukee. Write WMIL, Milwaukee 45, Wis.

For sale—Truscon self-supporting heavy duty tower type D-30, height 173 ft. Designed to simultaneously support both TV and FM radiating elements. Now standing adjacent state highway. Make cash offer as is. J. A. Hardman, 25 Bank St., North Adams, Mass.

1-300' heavy duty, 1-300' extra heavy duty, 1-300' heavy duty tubular steel, guyed TV. Phillips towers, new, of course, immediate delivery, special prices. Houston Radio Supply Co., Inc., Clay at LaBranch, Houston, Texas.

Last call—London Library of 300 10 inch 78 RPM discs. All instrumental selections, price $125. F. O. B. New York. Recording Associates, 113 West 42 Street, New York 18, New York.

Broadcast console six channels with program, audition, monitor amplifiers. REX Recording Studios, 619 Pike, Seattle, Washington.

Wanted to Buy

Stations

Wanted—Eastern medium or small market station. One-half cash. Give complete details. Box 978M, BROADCASTING • TELECASTING.

Equipment, etc.

3 kw or 1 kw FM transmitter, also 1⅝ transmission line. Box 909M, BROADCASTING • TELECASTING

One kw transmitter less than ten years old and in good operating condition. Send full details and lowest cash price to Box 940M, BROADCASTING • TELECASTING.

Used lighting beacon for heavy two hundred foot tower—Radio Station WHWD, Hollywood, Fla.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

(Continued on next page)

EXPERIENCED BROADCASTERS NOW AVAILABLE

WYNN ALBY: Announcer-Sportscaster - Salesman. Creator of: WAXEDRELAXATION. Strong on personality and interview shows. Good on programming, newswriting, newsediting, & board work. WILL TRAVEL. TAPE OR DISC AVAILABLE.

DAVID FRIEND: Sportscaster - Newscaster - D. J. Former law school student strong on public forums, adlib shows and special events. Thorough knowledge of all popular artists. Excellent DJ formats available. Good on Board. TAPE OR DISC AVAILABLE.

EDDIE SLANK: Sportscaster - Newscaster - D.J. Creator of: ALL IN A DAY OF SPORTS and other sports features. Strong on Man-in-the-Street interviews; play-by-play; commercial announcing; news. Excellent idea man. DISC OR TAPE AVAILABLE.

LEON ELLIOTT: Announcer - Newscaster - Salesman. Warm, friendly personality. Wide business background. Good on public relations. Strong on: copy; sales presentations; merchandising; and pitch announcing. Extensive knowledge of classical and popular music. Operates control board. TAPE OR DISC AVAILABLE.

BEN SLEEPER: Announcer - Newscaster-Program Director. Formerly: 4 years Middlebury college radio station. Thorough experience in all musical & jazz programs. Strong on continuity & religious scripts. Writer for several Protestant publications. Wholesome air personality. Boardman. TAPE OR DISC AVAILABLE.

HARRY BALDWIN: Announcer - Newscaster-Program Director: Formerly: 3 years WMS—Mass. as announcer, scripter & music director. Educated at Mercersburg Academy; Williams College(BA Mus); Cincinnati Conservatory of Music (Comp Major). Strong on all types of musical programs and continuity. Good DJ, boardman and interviewer. TAPE OR DISC AVAILABLE.

Write or Wire

SRT
SCHOOL OF RADIO TECHNIQUE
R.K.O. [illegible] N.Y.

SRT men and women are employed in broadcasting stations all over the United States.

Miscellaneous (Cont'd)

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 706 North Wilcox, Hollywood, California.

Help Wanted

Production-Programming, others

WRITER

◆

A seasoned, all-round writer for radio and television wanted by major network affiliate. Good pay. Address Box 754M, BROADCASTING . TELECASTING

◆

D.J. with S.A.*

Well known . . . proven . . . national award winner . . . will attract new accounts . . . build Hooper. Write for folder today.

***SALES APPEAL**

BOX 984M,

BROADCASTING • TELECASTING

top negro disc jockey, draws over 5000 fan letters a week, sells all products like mad, available for right price. Box 1P, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER

TV & Radio Management Consultants

728 Bond Bldg., Washington 5, D. C.

POSITIONS FREQUENTLY AVAILABLE

as

Engineers

Announcers

Program Directors

WRITE FOR PLACEMENT FORMS

Edward C. Lobdell Associates

17 East 48 Street, New York 17, N. Y.

On All Accounts

(Continued from page 16)

media buying in advertising agencies. In one instance, he developed advertising techniques which altered buying practices of an entire industry—the hair attachment business. Previously a mail order industry, Mr. Evans used black and white and radio. He increased one company's advertising budget "100 times over," and that of the entire industry from about $10,000 to $400,000 yearly in only 18 months.

As partner in Evans & Durham Agency, New York, he conducted media studies for such clients as Schenley Distillers, Alexander Smith Carpets, Ex-lax and Vaseline. He believes the selection of Negro media and its personnel is done haphazardly with unorganized and incomplete methods in most instances.

The basis for Negro media selection, he believes, is usually the recommendation of a maid in the home of the company president. "The man in the agency who has walked through Harlem twice becomes the Negro expert," he charges.

The agency, rather than the client, is reluctant to raise the level of Negro advertising, Mr. Evans claims, and many campaigns in Negro media are compromise campaigns bought at the insistence of the client. The Negro, he says, buys brand names and is not a price-bargainer. He gets psychological satisfaction out of having the best because of his status as a member of a minority group.

These concepts are used by Mr. Evans in his general account duties at the Meyerhoff Agency, where he has worked since 1949. His accounts, most of which use radio, include Supreme Liberty Life Insurance Co., Universal Life Insurance Co., Jackson Mutual Life Insurance Co., Service Federal Savings and Loan bank, Metropolitan Mutual Assurance Co., Dearborn Supply Co., M & W Manufacturing Co. He also counsels Illinois Meat Co., Jim Beam Distillers and Kyron Foundation.

Thirty-seven years old, Mr. Evans was born in Louisville but has lived most of his life in Chicago. His wife is the former Maudelle Bousfield. They have two children, Leonard Jr., 6, and Midian, 3½.

Employment Service (Cont'd)

NEED? STAFF & EXECUTIVES!

All levels. Applicants carefully selected—screened—auditioned by our radio-TV expert.

***Click* Personnel Placements**

22 West 46th St., New York City

Plaza 7-2728

Paul Patterson

PAUL PATTERSON, 73, a direct[or] and former president of the A. [S.] Abell Co., publisher of the Bal[ti]more Sunpapers and licensee [of] WMAR (TV) Baltimore, died [in] that city last Monday after seve[ral] months' illness. He began his ne[ws]paper career at 18 on the *Chica[go] Tribune*, was on the staff of [the] *Washington Herald* and served [as] city editor of the *Washing[ton] Times*. He joined the Abell firm [in] 1911 as managing editor of [the] *Evening Sun*, became compa[ny] president in 1919 and resigned [the] year. He was a director of [the] Associated Press and presid[ent] (1922-24) of American Newspa[per] Publishers Assn. Survivors are [his] wife, Elsie; a daughter, Pa[tsy] Chenery, and five sons, Paul [A.], Donald, James, Malcolm [and] Walter.

FCC Actions

(Continued from page 87)

WLAB Lebanon, Pa.—Granted mod. CP for extension of completion date to 7-4-52.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

KTOK Oklahoma City, Okla., and WEEK, Peoria, Ill.—Granted petition of respective assignors and assignees for dismissal without prejudice of application for consent to assignment of license of KTOK from O. L. Taylor to West Central Bcstg. Co.; application for assignment of license and CP of station WEEK from West Central Bcstg. Co. to O. L. Taylor and application to assign license and CP of WEEK from O. L. Taylor to Radio Station WEEK Inc.

City Bcstg. Corp., Nashua, N. H. — Denied petition for additional extension of time from April 18 to April 30 in which to file exceptions to Initial Decision issued in proceeding re its application and that of WHOB Gardner, Mass.

Leroy E. Parsons, Chehalis, Wash.—Granted petition for acceptance of his late appearance in proceeding re application and that of Mid-State Bcstg. Co., Chehalis, Wash.

KWBU Corpus Christi, Tex.—Granted petition for leave to intervene in proceeding re applications of Liberty Bcstg. Co., Liberty, Tex., and that of KTHT Houston, Tex.

KVSM San Mateo, Calif. — Granted petition for acceptance of late appearance in proceeding re application.

Oakland Bcstg. Co., Pontiac, Mich., and John C. Pomeroy, Pontiac, Mich.—Granted petition of Oakland Bcstg. Co. for dismissal without prejudice application for CP on Commission's own motion, removed from hearing docket application of John C. Pomeroy.

By Hearing Examiner J. D. Bond

Chief, FCC Broadcast Bureau—Granted petition for extension of time to June 16 in which application of WJVA South Bend, Ind., for renewal of license and for transfer of control and Chief of Broadcast Bureau may file proposed findings of fact and conclusions of law.

Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla., and WEBK, Tampa, Fla. — By memorandum opinion and order granted petition of Gulf Beaches Bcstg. Co. for leave to amend its application to substitute as vice-president and director W. Frank Hobbs in lieu of Harnold Falconnier, and to supply certain information regarding personal and financial qualifications of Mr. Hobbs; to show certain technical and financial information incident to change of its proposal from non-directional to directional operation, and dismissed as moot in all other respects since such amendments have heretofore been accomplished; upon request of any opposing counsel, at the further hearing commencing on April 21, 1952, Gulf Beaches shall present Hobbs for cross-examination. Granted petition of WEBK for leave to amend its application to change proposed operation from non-directional to directional and to show certain technical and financial information incident to the change. Effective date for appeal purposes in this proceeding, April 18.

April 23 Applications . . .

ACCEPTED FOR FILING

License for CP

KVOZ Laredo, Tex.—Requests license for CP, as mod., which authorized new AM station.

Modification of License

KWEM West Memphis, Ark. — Requests mod. license to change studio location to Memphis, Tenn.

WKBS Oyster Bay, N. Y.—Requests mod. license to specify station location as Oyster Bay, N. Y.-Stamford, Conn.

WCAU-AM-FM Philadelphia — Requests mod. license to change main studio locations.

WRAP Norfolk, Va.—Requests mod. CP, which authorized new AM station, for approval of trans. location.

AM—1470

WBOY Bcstg. Assoc., Tarpon Springs, Fla.—Application for CP new AM station on 1470 kc with 1 kw D AMENDED to change power to 5 kw.

UAW-CIO Program to Canada

International Union, UAW-CIO, Detroit—Requests authority to transmit program *Labor Views the News*, Mon.-Fri., 7:15 to 7:30 p.m., CST, from Detroit, Mich., to CKLW Windsor, Ontario, Canada.

License Renewal

Following stations request renewal of license:

WISH Indianapolis, Ind.; WHOT South Bend, Ind., and WSNJ Bridgeton, N. J.

TENDERED FOR FILING

AM—1060 kc

KWSO Wasco, Calif.—Requests mod. CP to change frequency from 1050 to 1060 kc, install DA-N.

AM—1260 kc

KPOW Powell, Wyo.—Requests CP to increase D power from 1 kw to 5 kw.

AM—1380 kc

KDAS Malvern, Ark.—Requests CP to change frequency from 1420 kc to 1380 kc.

APPLICATION RETURNED

KPLN Camden, Ark. — Mod. CP, which authorized new AM station, for approval of ant., trans. and main studio locations.

WOPI Bristol, Tenn.—Renewal of license.

APPLICATION DISMISSED

WIAC Santurce, P. R.—Assignment of license from Radio Station WIAC Inc. to Tomes Muniz and Ramon Pares, d/b as Muniz & Pares.

Outstanding Opportunities

Florida	Michigan	New York State
$42,500.00	$100,000.00	$62,500.00
Fulltime. Exclusive market.	Well established. Very profitable.	Profitable. Independent.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

FCC Actions (Cont.)

April 24 Decisions . . .

COMMISSION EN BANC

Granted CP

KLCN Blytheville, Ark.—Granted CP to change frequency from 900 kc to 910 kc, with 1 kw D.

Denied Mod. CP

WERL East Rainelle, W. Va.—Denied mod. CP (which authorized new AM station on 1450 kc, 250 w unl.), for extension of completion date from Feb. 15 to May 15. If request for hearing is filed within 20 days, denial will be set aside and application designated for hearing; otherwise it will be presumed that applicant does not desire to prosecute the application and permit will be cancelled.

KTRM Beaumont, Tex.—Denied mod. CP (which authorized increase in power from 1 kw to 5 kw D on 990 kc and changes in DA-D), for extension of completion date from April 8 to Oct. 8. If request for hearing is filed within 20 days, denial will be set aside and application designated for hearing; otherwise it will be presumed that applicant does not desire to prosecute the application and permit will be cancelled.

To Remain Silent

WNAW North Adams, Mass.—Granted authority to remain silent additional 60 days from April 7, pending consummation of assignment of license which was granted April 18.

WEXI (FM), St. Charles, Ill.—Granted authority to remain silent for additional 90 days from March 28 pending reorganization of station.

FM Modifications

Following FM stations granted mod. of license or CPs covering changes in trans. or ant. systems, changing ERP or ant. heights:

WBSM-FM New Bedford, Mass. — Granted mod. license to change ERP from 20 kw to 2.5 kw.

WERE-FM Cleveland—Granted mod. license to change ERP from 11.5 kw to 20 kw.

WCPS-FM Tarboro, N. C.—Granted mod. CP to change ERP from 3 kw to 7 kw; ant. from 300 ft. to 260 ft.; cond.

WTVB-FM Coldwater, Mich.—Granted mod. CP to change ERP from 770 w to 310 w; ant. from 220 ft. to 230 ft.

License Renewal

Following stations granted renewal of licenses for regular period:

KCRS Midland, Tex.; KFXM San Bernardino, Calif.; KVOD Denver, Col.; WMAL Washington; WQAN Scranton, Pa.; KGGM Albuquerque, N. M.; KVCV Redding, Calif.; KVNU Logan, Utah; WAGA Atlanta, Ga.; WETB Johnson City, Tenn.; WHYN Holyoke, Mass.; WKZO Kalamazoo, Mich.; WQXI Atlanta; WTNC Thomasville, N. C.; WSLS Roanoke, Va.; KLEE Houston, Tex.; KTAR Phoenix, Ariz.; KTBC Austin, Tex.; WIND Chicago; WKAQ San Juan, P. R.; WMAM Marinette, Wis.; WMT Cedar Rapids, Iowa; WOOF Dothan, Ala.; WPAB Ponce, P. R.; KERB Kermit, Tex.; KFXD Nampa, Ida.; KHQ Spokane, Wash.; KLZ Denver; KSJB Jamestown, N. D.; KUTA Salt Lake City; KVI Seattle; KWIE Kennewick, Wash.; KWTO Springfield, Mo.; KXXX Colby, Kan.; KYUM Yuma, Ariz.; WAEB Allentown, Pa.; WCHS Charleston, W. Va.; WGMS Washington, D. C.; WLIN Merrill, Wis.; WQAM Miami, Fla.; WRBC Jackson, Miss.; WREC Memphis, Tenn.; WROL Knoxville, Tenn.; WSAV Savannah, Ga.; WSGW Saginaw, Mich.; WSJS Winston-Salem, N. C.; WTAR Norfolk, Va.; WVMI Biloxi, Miss.; KBIO Burley, Ida.; KCON Conway, Ark.; KGAN Kingman, Ariz.; KRIB Mason City, Iowa; KRXK Rexburg, Ida.; WCBA Corning, N. Y.; WICE (formerly WDEM) Providence, R. I.; WNHC-TV New Haven, Conn., and WWWW Rio Piedras, P. R.

Granted Temporary License

Following stations granted temporary extensions of licenses for period ending August 1:

KGFX Pierre, S. D.; WGAI Elizabeth City, N. C., and WMRY New Orleans.

Following stations granted temporary extensions of licenses for the period ending August 1 (Comr. Bartley voting for regular renewals):

KTHT Houston, Tex.; WWNC Asheville, N. C.; KFQD Anchorage, Alaska; KTBB Tyler, Tex.; WAYS Charlotte, N. C.; WCAX Burlington, Vt.; WILL Urbana, Ill., and WVLK Versailles, Ky.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH APRIL 24

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,339	2,326	88	327	221
FM Stations	637	580	70	7	9
TV Stations	108	97	11	537	2

(Also see Actions of the FCC, page 86.)

Docket Actions . . .

DECISION

Emporia, Va.—Stone Bcstg. Co. FCC granted 1400 kc, 250 w fulltime. Condition. Granted April 23.

DECISION AND ORDER

Fostoria, Ohio—Seneca Radio Corp. FCC granted petition of Seneca for severance of its application from the application of Ionia Bcstg Co., Iona, Mich., and granted Seneca 1430 kc, 1 kw fulltime, DA-2. Conditions. Estimated construction cost $44,903, first year operating cost (with existing FM station) $38,000, revenue (from AM-FM operations) $58,000. Grantee is licensee of WFOB Fostoria. Granted April 23.

New Applications . . .

AM APPLICATIONS

High Point, N. C.—North State Bcstg. Co., 1590 kc, 1 kw day. Estimated construction cost $18,100, first year operating cost $30,000, revenue $36,000. Principal is R. Glenn Hendrix & Sons Inc. (75%), representatives for Lincoln Industries, Burton Upholstering Co., Bur-Mon Upholstery Co., and others. Filed April 22.

Sedalia, Mo.—Carl Wesley Yates Jr. and Christine Yates, d/b as Yates Bcstg. Co., 1050 kc, 1 kw day. Estimated construction cost $22,542.57, first year operating cost $32,000, revenue $45,000. Son and mother are applicants for station: Mr. Yates was announcer and student engineer for KMMO Marshall, Mo., and Mrs. Yates is owner of gift store and confectionery. Filed April 22.

Greenville, N. C.—Interstate Bcstg. Co., 1290 kc, 1 kw day. Estimated construction cost $12,750, first year operating cost $24,000, revenue $36,000. Equal partners are John C. Greene Jr., commercial manager of WRHI Rock Hills, S. C., and S. Vasco Yonce, automobile dealer. Filed April 23.

Greensboro, N. C.—Interstate Bcstg. Co., 920 kc, 1 kw day. Estimated construction cost $12,750, first year operating cost $24,000, revenue $36,000. Equal partners are John C. Greene Jr., commercial manager of WRHI Rock Hills, S. C., and S. Vasco Yonce, automobile dealer. Filed April 23.

TRANSFER REQUESTS

WDOS Oneonta, New York—Assignment of license from Oneonta Star Inc. to Ottaway Stations Inc. for amount equal to depreciated value of assets less liabilities (about $43,824.33). Principals in Ottaway Stations Inc. are President James H. Ottaway (40%) and Treasurer-Secretary Ruth B. Ottaway (30%), who are controlling officers, directors and stockholders of Empire Newspapers Inc., licensee of WENE Endicott, N. Y., and WVPO Stroudsburg, Pa. Filed April 7.

WENE Endicott, N. Y.—Assignment of license from Empire Newspapers Inc. to Ottaway Stations Inc. for amount equal to depreciated value of assets less liabilities (about $103,884.55). Principals in Ottaway Stations Inc. are President James H. Ottaway (40%) and Treasurer-Secretary Ruth B. Ottaway (30%), who are controlling officers, directors and stockholders of Empire Newspapers Inc., licensee of WVPO Stroudsburg, Pa. Filed April 8.

WRGA Rome, Ga.—Transfer of control from Mrs. Annie C. Quarles, administratrix of estate of John W. Quarles, deceased, to Charles Smithgall through transfer of 74% of stock for $40,000. Mr. Smithgall is owner of WGGA Gainesville, Ga., and president, treasurer and 28% owner of *The Daily Times*, Gainesville, Ga. Filed April 8.

KOBK Owatonna, Minn.—Transfer of control from William F. Johns Jr. to Myles H. Johns for $6,880.50. Myles H. Johns is president and 58% owner of Broadcasting Service Inc., St. Paul, Minn. Filed April 8.

WDBL Springfield, Tenn.—Transfer of control from Springfield Bcstg. Co. Inc. to Springfield Bcstg. Co., a partnership, with each partner to hold same percentage of interest as he now holds in percentage of stock (each hold ½). Change from corporation to partnership; no monetary consideration. No actual change of ownership or control. Filed April 8.

WPLH-AM-FM Huntington, W. Va.—Transfer of control from W. J. Newton to partners E. A. Marshall, J. N. Huddleston, Paul B. Bailey, Flem J. Evans and Edwin G. Polan through sale of stock and indebtedness for $40,000. Mr. Evans was president and general manager WPLM until last month; he is now general manager only of corporation. Other principals are West Virginia business and professional men. Filed April 19.

KPFM (FM) Portland, Ore.—Involuntary assignment of license from Robert T. Zabelle, deceased, limited partner with 25% interest, to Dolores E. Zabelle, executrix of estate of Mr. Zabelle. Other three partners retain their holding. No monetary consideration. Filed April 21.

KTLN Denver, Col.—Assignment of license from Leonard Coe to Radio Station KTLN Inc., in which Mr. Coe will own 100% of the stock. No actual change of ownership or control. Filed April 23.

Telestatus

(Continued from page 68)

in the other issue, it was reported. Observation of advertisements showed the same comparative equality, except that retail advertising was noticed almost 10% more often among women whose homes included television sets.

Time spent was averaged for all advertisements studied, with the figure indicating not only those who saw the page, noticed the advertisement and identified the product, but also "read most" of that ad. Among women, readership of national advertisements was slightly higher in TV homes for three of the issues studied, slightly lower in the remaining one. Among men, the comparison was 2% higher in TV homes. For retail advertisements the "read most" figure was almost 10% higher for women with TV, but for men, about ½% lower.

The report was made after analysis of 1,208 interviews conducted as part of the last four readership studies regularly made on behalf of the *Hartford Times* and the *Providence Bulletin*. Tests were made of heavy Thursday issues, the largest daily editions of the week, and were conducted during February when TV programs are stabilized and there is no holiday stimulus for shopping.

* * *

WICU (TV) to Telecast From Erie Classrooms

WICU (TV) Erie today (Monday) is to begin a series of telecasts showing classroom activities in Erie public schools. The series, entitled *Erie Schools at Work*, will present 30-minute telecasts thrice weekly through June 6.

The announcement of the series was made by Herbert Stewart, station general manager, who explained that the programs were being presented as a public service.

A MEREDITH STATION
ROOM 280 — INSURANCE BUILDING
REPRESENTED BY JOHN BLAIR & CO.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

KISS OF FIRE

On Records: Georgia Gibbs—Mercury; Tony Martin—Victor; Billy Eckstine—MGM.

On Transcriptions: Shep Fields—Langworth.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

ALERT TEST

1,200 AM Stations Practice Conelrad

ABOUT 1,200 AM stations subscribing to the Conelrad alert plan were scheduled to participate this past weekend in nationwide simulated air attack exercises involving emergency control of radio broadcasts.

The special test early Saturday morning, conducted jointly by the FCC and the U. S. Air Force, was called to give broadcasters an opportunity to check their emergency equipment and Air Force pilots "experience in navigating without the aid of the radio compass," it was announced.

The exercise was scheduled for the period 1:30-5 a.m. April 26, with stations operating as they would during an actual enemy attack—airing emergency civil defense instructions. It was designed to test the system devised by the FCC and three air defense forces of the Continental Air Defense Command.

Participating stations in Saturday's exercise were not previously identified, but the broadcasts were planned over two prescribed frequencies—640 kc, a clear channel, and 1240 kc, a Class IV local frequency. Stations which operate 24 hours a day were not affected.

Early morning listeners were unaware of the exercise unless they tuned to those channels and caught, before and after each test, every half hour, the announcement of the FCC-USAF project. They would have heard the entire broadcast with the belief that it were emanating from the same station throughout that period.

The plan called for each group of stations within a metropolitan area —those each on 640 kc and 1240 kc—to carry a common program originated from a single control point in each city. The broadcasts were to be alternated without interruption at certain intervals, with only one station on the air at any one time. Another requirement was reduced power.

In the smaller cities with only one or two outlets, each station was to generally transmit its own program over one of the two common frequencies, with a silent period between each transmission.

Political Libel

(Continued from page 25)

penses arising from record-keeping, administrative costs and extra precautions due to libel risks. Only a fortnight ago, Rep. Mike Mansfield (D-Mont.) warned that he was considering introduction of legislation to prohibit what he called "double charging" by stations for political time.

Sen. Gillette indicated that he was inclined to go along with the Horan bill and hinted the subcommittee might recommend its passage.

Col. Roberts said it was an "unfair burden on the broadcaster" to force him to make a private decision (on parties, candidates, their remarks, etc.) which rightfully should be made by the public.

The DuMont representative said his network would not permit the Communist party, though a legal political party, to buy time on its facility. Mr. Fellows questioned this, noting that the calculated risk would be in possible wilful violation of the law. Col. Roberts said DuMont was ready to accept that risk. Both men agreed, however, that the broadcaster ought not be required to assume the burden.

Col. Roberts said that a vicious attack can be made against a candidate without being libelous. Sen. Hennings discussed generously what is "fair comment" and what is "libel or slander."

Cardinal principle of radio-TV station operation on political broadcasting today is "fairness," Mr. Fellows emphasized.

The subcommittee is concurrently drafting language for a bill on the election laws, BROADCASTING • TELECASTING was told by the subcommittee counsel, John Moore.

However, nothing specific on the governing of the broadcast industry is expected to be included in the bill. And while the subcommittee is concerned with libel and liability, it probably will not include the subject in its legislation.

'MOON-DOG HOUSE'

WJW's Freed Packs 'em In

OVERWHELMING response to a disc jockey's two-week promotion over WJW Cleveland of a coronation ball for fans of his 11:15 p.m. to 1 a.m. *Moon-Dog House* brought a crowd of 25,000 to the ball and 70 extra firemen and policemen to handle the throng, station notes.

The huge group in Cleveland was reason enough for WJW to add an additional segment from 5-6 p.m. to the *Moon-Dog House* show and marked a fitting climax to the efforts of Alan Freed, the show's star since it started six months ago.

The late night show started with the title, *The Freeditorium*, and changed its name to *Moon-Dog House* when a record shop bought part of the show across the board. Fan clubs and mail followed and advance balls were held a few weeks ago in Akron and Canton, with 4,000 attending each event.

Mr. Freed's two weeks of promoting the Cleveland "Moon-Dog House Ball" was done on his own program and not a word of promotion was used through other media. Although advance ticket sales reached 6,000 and the crowd began to gather almost an hour before the ball, not even Mr. Freed was prepared for the crowd of 25,000 at the Cleveland dance.

Needless to say, the two original *Moon-Dog House* sponsors are continuing the Monday through Saturday broadcasts.

WMAQ LOCAL BUSINESS

Volume Up, Kopf Reports

MORE than $150,000 in local radio business has been billed by WMAQ (NBC) Chicago in the past few weeks, Harry C. Kopf, vice president and general manager, said last week. He issued details from the sales report of Rudi Neubauer, WMAQ sales manager, showing sale of more than 1,500 one-minute spots and participations, as well as 80 minutes of programming weekly which was bought by the Chrysler Dealers of Cook County through Olian Adv., Chicago.

Largest spot order, for 25 one-minute announcements weekly for 52 weeks, came from Dormin Inc., through Dowd, Redfield and Johnstone.

ILL. U. CLINIC

Set for May 1-2

RADIO NEWS CLINIC, sponsored by the U. of Illinois, will be held at the university's Robert Allerton Park near Monticello May 1-2.

Program participants include Jack Shelley, WHO Des Moines; Fred Hinshaw, WLBC Muncie, Ind.; William Ray, WMAQ Chicago; Glenn L. Farrington, WTAX Springfield; Glen Broughman, WQUA Moline; Laverne Waltman, WLPO La Salle; Robert Eickmeyer, WTAD Quincy; Bert DeBarr, WVLN Olney, Quincy Howe, WILL Urbana; Brooks Watson, WMBD Peoria, and Wick Evans, WDZ Decatur. Illinois Broadcasters Assn. is to be represented by Ray Livesay, WLBH Mattoon, past president of IBA.

PRESS STRIKE

Sees Tacoma Radio Boo

PRESSMEN'S strike which stopped publication April 12 of the *Tacoma News Tribune*, the city's only daily, has expanded news and feature coverage on Tacoma's radio stations and made business "wonderfully good," according to station executives.

A week after the strike began Tacoma's afternoon and Sunday publication, all local stations reported success in (1) meeting the community's need for news, and (2) serving advertising requirements of local business.

To its normal 12 daily newscasts KMO Tacoma swiftly added special commentary programs, two extra news shows Saturday and Sunday, and an extra sportscast daily, Jerry Geehan, general manager, reported. Notices of club meetings, Philharmonic concerts and other public events, and a quarter-hour of funeral and obituary notices, were being aired as a public service.

Mr. Geehan said advertisers who heretofore have used radio consistently found business up to standard, although department stores and others who threw in a quick spot schedule to substitute for their normal newspaper ads were not having equal success.

KTNT (FM), the transit-radio station owned by the *News Tribune*, took over the AP bureau for Pierce County (Tacoma) and added two persons to its news staff.

Burke Ormsby, KTNT director of news and special events, reported the station also launched a Sunday program with eight actors dramatizing the weekly comics. Over-all spot business at KTNT doubled after the strike began, he said.

KTAC (formerly KTBI) Tacoma, which began a concentrated news coverage when it went fulltime February 11, augmented its news schedule tremendously, according to H. J. Quilliam, president. Business at the station boomed after the strike began, he said.

WTMJ ANNIVERSARY

Observance Begins May 1

SPECIAL programs over WTMJ-AM-TV Milwaukee will mark the 30th anniversary of *Milwaukee Journal* radio service to the community May 1.

Festivities will begin an anniversary observance period which will be climaxed in August by a week-long celebration of the 10th anniversary of Milwaukee's Radio City. This summer also will mark the 25th anniversary of WTMJ's affiliation with NBC.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC

Spot Radio

(Continued from page 23)

and more attention to maintaining a satisfactory margin between revenues and expenses in the coming months, according to Irwin Maier, board chairman of the advertising bureau. He reported Wednesday that national advertisers set a new record in newspaper-space purchases last year, spending a total of $513 million, a figure almost double the comparable newspaper revenue in 1946.

Some $2,226 million is estimated as the newspaper take from advertisers this year, he said, to lead the next largest medium, direct mail, by a two-to-one margin. Radio's income from the total advertising bill will be about $690 million and television's, $484 million, he added.

Newspapers, however, still "simply cannot stand any real decline in revenue," he noted.

Agendas for closed sessions Tuesday, first day of the convention, indicated possible discussion for a wide range of radio-TV topics, from newspaper monitorship of competing radio newscasts to promotion of newspaper-owned radio stations.

Representatives of papers with less than 10,000 circulation, meeting separately, did not raise any radio-founded subjects, it was reported, while those from papers with 10,000-50,000 circulation asked only one question: "How many papers in cities under 50,000 population have applied for or definitely intend to apply for a TV station?" Five of the 200 papers represented answered affirmatively.

Delegates at the advertising session Wednesday also heard how to sell national retail advertising from William A. Greene, Bureau of Advertising assistant director, and bureau staff members who reported on local saturation campaigns conducted in newspapers for Bab-O, Colgate and Personna blades, corporations which turned AM and TV advertising budgets over to newspapers as a result.

A sales presentation, prepared for Motorola, was outlined to show the thesis that advertising limited to 63 TV markets had reached only 58.1% of the consumers, so that, it was argued, only $30,000 of every $100,000 spent for advertising was reaching effective coverage.

Another corporation, Tidewater Oil, was reported as turning from radio to newspaper advertising on grounds that its greatest sales period occurred at the time of lowest radio audience. Another advertiser increasing its newspaper purchases was Campbell Soup Co., identified as increasing expenditures from $220,000 in 1948 to over $1 million in 1951.

Louis N. Brockway, executive vice president of Young & Rubicam, speaking Wednesday as vice chairman of the Advertising Council, said that 579 daily newspapers had joined the two-month old newspaper cooperation plan to donate a one-column, three-inch space—often on the front page—to public service messages twice a month. "It means a circulation of 27 million readers every 15 days . . . and some of the space you cannot buy at any price," he reported.

First-day meetings stressed freedom of the press, with ANPA President Charles F. McCahill setting the pace by urging that Presidential powers of seizure be made plain and explicit by law. His speech was followed by an address from Dr. Alberto Gainza Paz, publisher in exile of Argentina's *La Presna*, who gave similar warnings on press restrictions.

Discussion groups later in the day yielded an unpublicized restriction on newspapers, based on radio reporting: Presence of a radio in a newsroom for the purpose of receiving and reporting police calls is listed as a federal offense.

Slocum Named Secretary

Election of ANPA officers and directors, final business before adjournment Thursday afternoon, resulted in naming of Richard W. Slocum of the *Philadelphia Bulletin* and previously an ANPA director, as secretary. Two newly elected directors were Franklin D. Schurz of the *South Bend* (Ind.) *Tribune* and H. H. Cahill of the *Seattle* (Wash.) *Times*. Re-elected officers were Mr. McCahill, president; George C. Biggers, *Atlanta* (Ga.) *Journal* and *Constitution*, vice president, and W. L. Fanning, *Westchester County Publishers*, White Plains, N. Y., treasurer.

Special meetings for associated newspaper groups were held Monday, the day before the ANPA sessions started, and included a labor conference panel at which Richard P. Doherty, employer-employe relations director of the NARTB and industry member of the Wage Stabilization Board, was a speaker. Other organizations which met during the week included the AP, UP, INS, New York State Publishers Assn., Pennsylvania Newspaper Publishers Assn., Publishers Bureau of New Jersey and the American Assn. of Newspaper Representatives.

ROBERT ATKINSON, owner of Atkinson Co., Los Angeles, radio station representative, adds to duties by representing list of West Coast Radio Sales, that city.

Looking for Radio & Television Technicians?

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IRON LUNG DJ

Polio Patient Has Show

STEVE SPEARMAN, who is 21 and a patient at Houston's Southwest Respiratory Polio Center, is building a successful career for himself as a disc jockey.

With the aid of John Norman, radio and video program producer, Mr. Spearman tapes the show while in his iron lung. The show is presented at 8 p.m. Saturday over KXYZ Houston and then is shipped to Hot Springs, Ark., for broadcast to Mr. Spearman's hometown listeners.

Mr. Spearman handles most of the program details himself. He answers his own fan mail, selects his own music and each week dictates the shows continuity to Mr. Norman. Most of the writing is in dialogue form, with Mr. Norman helping out as straight man. In this way, the iron lung's mechanical rhythm is effectively camouflaged.

Although often discussing hospital goings-on, Mr. Spearman rarely mentions his illness seriously. Listeners sometimes fail to discover that he is an iron lung patient.

Mr. Norman (standing), head of John Norman Productions, holds mike while Mr. Spearman tapes his show.

* * *

Flood Funds

(Continued from page 27)

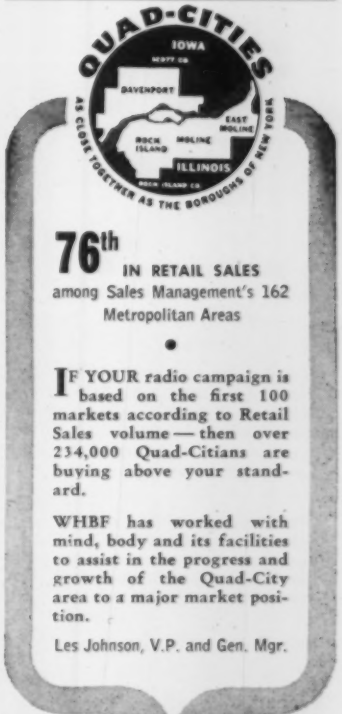
Eularick and Lyle Bremser of KFAB Omaha, News Director Austin Schneider of KCSJ Sioux City, Iowa, Robert O'Brien of KFWI Council Bluffs, Iowa, and Julian Hoshal of KSTP St. Paul. Doing the job for WPTR were News Editor Will Roger Stevens, announcer Bob Austin and engineers James Cruise Jr. and Bob Englebrat, according to H. W. Maschmeier, program director.

The 5 kw installation of KTRI Sioux City, Iowa, was inundated by the flood and Station Manager E. H. Huber flashed a distress call to Collins Radio Co., Grand Rapids, for a 250w transmitter, which in 15 hours was trucked 300 miles, installed and was carrying the program from the station's downtown studio. Chuck Lowder, Collins field service engineer, and KTRI Chief Engineer Willard Easterly worked all night April 14 restoring the station to the air. James Knights Co., Sandwich, Ill., ground crystals and shipped them by air for the new transmitter.

WKTY LaCrosse, Wis., met the occasion with a performance that drew this comment from one disaster official: "As outstanding useful services to disaster workers as I have ever seen." News coverage included an area-wide air trip by newsman Charlie Kearns, who used a self-powered tape recorder to document his survey for listeners. By receiving walkie-talkie relays from Coast Guard Auxiliary patrolmen, and transmitting coded messages to Coast Guard boats, the station was instrumental in halting racing motor boat drivers, who threatened sand and earthen dikes along low-lying city areas with large waves.

'Ohio Story' Change

TRANSCRIBED dramatic program, *The Ohio Story*, shifts from WTAM to WGAR Cleveland effective June 2 and plans are underway to expand the series to perhaps 15 other Ohio stations, WGAR reported last week. Starring Nelson Olmstead, the series has been sponsored for five years on WTAM by Ohio Bell Telephone Co. and has won newspaper poll awards as outstanding Cleveland dramatic program. Agency is McCann-Erickson.


QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
76th
IN RETAIL SALES
among Sales Management's 162 Metropolitan Areas
IF YOUR radio campaign is based on the first 100 markets according to Retail Sales volume — then over 234,000 Quad-Citians are buying above your standard.
WHBF has worked with mind, body and its facilities to assist in the progress and growth of the Quad-City area to a major market position.
Les Johnson, V.P. and Gen. Mgr.
Quad-Cities' favorite
WHBF
AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel Inc.

at deadline

WDGY MINNEAPOLIS SALE TO HAGMAN GROUP APPROVED

APPROVAL of sale of 50 kw WDGY Minneapolis-St. Paul for $425,000 from Stuart Investment Co. to group of Twin Cities businessmen headed by Clarence T. (Swanee) Hagman [B•T, March 24, Feb. 11] was given by FCC Friday. Authorization was made contingent on Mr. Hagman divesting himself of all interest in WLOL Minneapolis, amounting to about 1% of outstanding stock. Mr. Hagman until February was general manager of WLOL.

Associated equally with Mr. Hagman in ownership of 30-year-old WDGY (on 1130 kc with 25 kw nighttime power) are H. J. Lang, electronic welding company owner and San Diego (Calif.) auto supply businessman; George E. Lau, operator of coffee shop chain; Clarence W. Levy, furniture retailer. WDGY lost $90,000 in 1951, transfer application revealed.

Stuart Investment Co. continues to own KFOR Lincoln and KOIL Omaha.

ASCAP POSTPONES ELECTION OF OFFICERS

ELECTION of officers of ASCAP for coming year, scheduled for last Thursday's meeting of society's board of directors at their first regular session since their own election, has been postponed for "a couple of weeks," ASCAP spokesman said Friday.

Official explanation for postponement was absence of some board members from meeting, which others felt should be present before undertaking such important task as choosing organization's officers. Unofficial reports are that directors present were unable to agree on successor to Otto A. Harbach, who is said to have refused to serve another term as president on ground that at 78 he is entitled to relinquish burden of official duties.

Meeting also reached no decision regarding reinstitution of post of general manager, which was discontinued following death of John Paine some years ago. Since then, duties have been divided among executives heading legal, foreign, sales and accounting activities.

After months of negotiations, ASCAP has signed contracts with Functional Music of Chicago and Air Music of New York, "beep" services supplying background music to stores, factories, restaurants, etc., Jules M. Collins, sales manager of ASCAP, announced Friday. Contracts provide for retroactive payment for use of ASCAP-licensed music by these companies, Mr. Collins said.

LEE ENTERPRISES INC. SUES

ON behalf of its WOR-AM-TV New York, Thomas S. Lee Enterprises filed suit Friday with county clerk, Superior Court of New York, to collect $8,638.02 allegedly due from Cavanaugh-Shore & Co., New York agency, and Antuner Co., N. Y., for time charges and money allegedly refunded by stations to customers of Antuner. Lee Enterprises also sued Cavanaugh-Shore for $4,105.90, allegedly due for commercial announcements for agency. Defendants could not be reached late Friday for comment.

WBKB-CBS COOPERATION

WBKB (TV) Chicago to make complete facilities available to CBS-TV network for coverage of both political conventions this July, under sponsorship of Westinghouse Electric Corp., CBS-TV announced Friday.

CONSTITUTIONAL TV

TELEVISION thus far is only instrument by which steel companies have been able to compete on equal terms with President Truman, Wage Stabilization Board and CIO, Clarence B. Randall, Inland Steel Co. president, told National Press Club luncheon Friday.

"Perhaps television should be superimposed on the Constitution," he quipped, "but it should be done by Constitutional means." Mr. Randall said he faced "largest audience which any private citizen had ever addressed" in his April 9 reply to President's seizure of steel mills.

SHARP REVENUE RISE SHOWN FOR DuMONT NETWORK

DuMONT TV Network has shown consistent rise in revenue over past 15 months, Chris J. Witting, director and general manager, reported in statement for publication today (Monday). Revenues for 1951 were up 196% over 1950 and in first quarter of 1952 increased another 68% over like period of last year, he said.

During January, February and March of this year, in average week, DuMont placed 712 station quarter-hours of business with its affiliates, against 636 quarter-hours year ago and 230 quarter-hours in 1950, network reported. Meanwhile, average commercial DuMont network has risen to 15.5 stations, with at least five sponsors increasing their networks substantially in recent months and 13 indicating plans for remaining on air all summer.

CLIENT SERVICE BUREAU ORGANIZED BY WLWT

WLWT (TV) Cincinnati announced Friday formation of Client Service Dept. to be headed by Frederic Gregg. Mr. Gregg for past year has been in charge of promotion for Crosley television outlets.

New department will offer complete promotion and merchandising service to TV advertisers. Operating on six-figure budget with full staff of specialists, department will be completely self-contained unit embracing all phases of promotion, merchandising, exploitation and related client and station activity.

TEST DRAMA'S RATING

WOR-TV New York's experimental *Broadway TV Theatre*—same play each night Monday through Friday—attained unduplicated Pulse rating of 32.3 in its opening week, April 14 through 18, when "Trial of Mary Dugan" was presented, WOR-TV spokesmen reported Friday. They said this meant show was seen by 918,000 families (not counting duplications) during that week. President Theodore C. Streibert regarded this rating as "merely a start" and predicted audience for series, sponsored by General Tire & Rubber Co. and R. J. Reynolds Tobacco Co., "will continue to increase, and that the plays will build themselves."

PEOPLE...

DAVID T. HARRIS, salesman at KFBK Sacramento, Calif., advanced by McClatchy Broadcasting Co. to KWG Stockton as manager. He succeeds Howard L. Bailey, now manager of Bee Engraving, Sacramento.

K. BRUCE MITCHELL, director of Western Union international communications since 1947, appointed vice president of same area.

JOHN E. KUCERA, head of time-buying section of Biow Co. Media Dept., named radio-TV chairman of National Assn. for Mental Health.

WADE CHAPMAN and **BERNARD SLAVIN** to Christiansen Adv. Agency, Chicago, as account executives, from BBDO, same city, and Hixon & Jorgensen, Los Angeles.

E. HOY McCONNELL named manager of radio sales for Capehart-Farnsworth Corp., Ft. Wayne, Ind.

NEW NBC SPAC GROUPS TO MEET THIS WEEK

FIRST meeting of NBC's new Stations Planning & Advisory Committee to be held Tuesday and Wednesday in New York, with Harry Bannister officiating for first time since taking over as stations relations vice president.

Committee to convene at 10 a.m. Tuesday with NBC President Joseph H. McConnell and Mr. Bannister giving welcome, followed by morning-long closed session for elections, etc. Combined SPAC will hear summer radio presentation in early afternoon by Jack Herbert, vice president for radio network sales, with separate radio and TV sessions following.

Radio group to hear further talks on the departmental activities by following: Mr. Herbert; Fred Dodge, merchandising director; Hugh M. Beville, director of plans and research; Jake Evans, manager of advertising and promotion; Syd Eiges, vice president for press and exploitation; Charles Barry, vice president for radio network programs; Henry Cassidy, director of radio news and special events, and William McAndrew, director of public affairs.

Television group simultaneously scheduled for departmental talks by Sylvester L. Weaver Jr., vice president in charge of NBC TV network; Joseph V. Heffernan, financial vice president; George Frey, vice president and director of TV network sales; Davidson Taylor, general production executive; Mr. McAndrew, Ed Madden, vice president of TV network operations and sales; Carl Stanton, manager of TV commercial program planning, and Fred Wile, vice president and director of TV network production.

Morning of second day to be spent by combined SPAC in closed session and in afternoon Radio and TV groups will separate for further conferences with NBC officials.

New SPAC consists of:

RADIO—Richard O. Dunning, KHQ Spokane; Ralph Evans, WHO Des Moines and WOC Davenport; B. T. Whitmire, WFBC Greenville, S. C.; Robert B. Hanna Jr., WGY Schenectady; P. A. Sugg, WKY Oklahoma City; Allen M. Woodall, WDAK Columbus, Ga.; Ed Yocum, KGHL Billings, Mont., and Willard C. Worcester, WIRE Indianapolis.

TV—Martin Campbell, WFAA-TV Dallas; E. J. Vadeboncoeur, WSYR-TV Syracuse; Stanley Hubbard, KSTP-TV Minneapolis-St. Paul; Lee Walker, Fort Industry Co.'s WSPD-TV Toledo.

CHASE BUYS CANDY FIRM

CHASE CANDY Co., St. Louis, has purchased Shotwell Mfg. Co., Chicago, which makes Puritan and Hostess marshmallows and candy. Respective agencies are Glee R. Stocker Assoc., St. Louis, and Reincke, Meyer & Finn, Chicago.

FIRST

IN THE CHOICE OF THE PEOPLE

FIRST

IN COVERAGE OF THE HUGE MEMPHIS MARKET

WREC

COSTS ARE DOWN

RESULTS ARE UP

WREC rates per thousand listeners have declined 10.1% since 1946. You get more in every way from WREC.

WREC Hooper Ratings average higher than on any other Memphis Station

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS, 600 KC, 5000 WATTS